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ADVERTISING AND MEDIA RESEARCH

A Model of Advertising Competition, GARY M. ERICKSON, August 1985, 297.
See "Competition in Marketing"

A Reply to Weinberg and Weiss, DARRAL G. CLARKE, November 1982, 592.

Weinberg and Weiss observe that the coefficients of the lagged dependent variable in Clarke's survey are similar regardless of data interval. In this note Clarke demonstrates that the similarity of these coefficients substantiates rather than contradicts his conclusion that there is data interval bias in his survey results. A different test for data interval bias than the one in the survey is presented which further substantiates the presence of data interval bias in the survey results.

ADPULS: An Advertising Model with Wearout and Pulsation, HERMANN SIMON, August 1982, 352.

Although empirical evidence shows that advertising wears out over time and that advertising pulsation may be superior to a strategy of constant spending, current advertising models neither represent the wearout phenomenon nor consider pulsation as an optimal strategy. In this article, the wearout phenomenon is represented in a model which distinguishes between level stimuli and differential stimuli of advertising. The model is applied to several brands, and both advertising stimuli are found to be significant. A pulsation strategy is shown to be optimal under both an unconstrained and a constrained advertising budget.

Agendas and Consumer Choice, JOHN R. HAUSER, August 1986, 199–212.
See "Buyer Behavior"

Analytical Models of Competition with Implications for Marketing: Issues, Findings, and Outlook, JEHOSHUA ELIASHBERG and RABIKAR CHATTERJEE, August 1985, 237.
See "Competition in Marketing"

Assessing the Impact of Short-Term Supermarket Strategy Variables, J. B. WILKINSON, J. BARRY MASON, and CHRISTIE H. PAKSOY, February 1982, 72.
See "Retailing and Wholesaling"

Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, ROBERT E. SMITH and WILLIAM E. SWINYARD, August 1983, 257.
See "Attitude Theory Research"

Causal Analysis and Latent Class Models: An Application to a Communication Hierarchy of Effects Model, THOMAS J. MADDEN and WILLIAM R. DILLION, November 1982, 472.
See "Econometric Models"

Competition as a Moderator of the Effect of Advertising on Sales, HUBERT GATIGNON, November 1984, 387.

The author investigates the impact of competition on the sales response function. In particular, the influence of advertising on consumers' price sensitivity (elasticity) is explored. Two opposing schools of thought, information theory and market power theory, explain how advertising changes consumer price elasticity. These two theories provide conflicting predictions of the direction of change in price sensitivity. The author proposes and estimates a model

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specifying conditions under which one of the two theories would apply. The impact of advertising on other parameters of the sales response function also is examined. The crucial determinant of the sign of these coefficients is competitive reactivity. An operational definition of this construct is proposed, and the hypotheses are tested empirically by an analysis of airline industry data.

Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation. C. WHAN PARK and S. MARK YOUNG, February 1986, 11–24.

Past research has examined the effect of level of involvement (high vs. low) on subjects' reactions to persuasive communications. The authors suggest that high involvement can be differentiated into two types (cognitive vs. affective). By manipulating involvement level and type (low involvement, cognitive involvement, affective involvement), they show that the three different forms of involvement have different effects on how brand attitudes are formed. They also examine how music, as a peripheral persuasion cue, affects the process of brand attitude formation. The results indicate that the effect of music on brand attitude depends on the type and level of involvement. Music had a facilitative effect on brand attitude for subjects in the low involvement condition and a distracting effect for those in the cognitive involvement condition; its effect for those in the affective involvement condition was not clear. Alternative explanations of these results are offered and implications for advertising research are discussed.

Detecting and Explaining Vividness Effects in Attitudinal Judgments, JOLITA KISIELIUS and BRIAN STERNTHAL, February 1984, 54.

A common belief among marketing practitioners is that increasing the vividness of a message enhances its persuasiveness. This belief has received support in experimental investigations, but vividness also has been found to undermine persuasion or to have no effect. The authors extend a current view of memory operation to predict when and how vividness will affect persuasion. According to this view, the favorableness of available information determines the persuasive effect of vividness. This assertion is tested and supported in a series of experiments. The findings are discussed in terms of strategies for controlling vividness effects.

Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?, MERYL PAULA GARDNER, May 1985, 192.

The results of an experiment examining the use of attitude toward the ad and brand-related beliefs in brand attitude formation under two different processing "sets"—brand evaluation and nonbrand evaluation—are reported. Findings suggest that attitude toward the advertisement affects attitude toward the advertised brand as much under a brand evaluation set as under a nonbrand evaluation set.

Effects of Television Commercial Repetition, Receiver Knowledge, and Commercial Length: A Test of the Two-Factor Model, ARNO J. RETHANS, JOHN L. SWASY, and LAWRENCE J. MARKS, February 1986, 50–61.

The authors review the two-factor elaboration model of message repetition effects and report a study of the model's applicability to new product advertising. The study findings do not support the hypothesized inverted-U relationship between repetition and attitude toward a novel commercial and product. However, the underlying processes of learning, tedium arousal, and elaboration were observed. Viewer knowledge and commercial length did not moderate these processes.

Estimating Micro Relationships from Macro Data: A Comparative Study of Two Approximations of the Brand Loyal Model Under Temporal Aggregation, FRANK M. BASS and ROBERT P. LEONE, August 1986, 291–297.

See "Econometric Models"

Estimating Parameters of the Autocorrelated Current Effects Model from Temporally Aggregated Data, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, November 1986, 379–386.

See "Econometric Models"

How Advertising Affects Sales: Meta-Analysis of Econometric Results, GERT ASSMUS, JOHN U. FARLEY, and DONALD R. LEHMANN, February 1984, 65.

The authors attempt to assess what has been learned from econometric models about the effect of advertising on sales. Short-term and long-term advertising response as well as model fit are analyzed for 128 econometric models involving the impact of advertising on sales. The approach, a form of meta-analysis called "replication analysis," treats the studies as imperfect experimental replications and uses ANOVA to identify sources of systematic variation. For short-term advertising elasticities, systematic variability is found related to model specification, estimation, measurement, product type, and setting of study. For advertising carryover and model goodness of fit, the "quasi-experimental design" is so imperfect that a high degree of sharing of explained variance among explanatory factors makes it difficult to identify the impact of a particular factor. Because the studies mostly address mature products in the U.S., suggestions are made for research needs crucial to better understanding of how advertising affects sales.

Intervention Analysis of a Field Experiment to Assess the Buildup Effect of Advertising, LAKSHMAN KRISHNAMURTHI, JACK NARAYAN, and S. P. RAJ, November 1986, 337–345.

The authors study the buildup effect of increased advertising using time series intervention analysis. The data are from an ADTEL field experiment with test and control panels connected to a splitcable TV system. Use of the control series in the analysis depends on the nature of the relevant external factors. If these factors are purely unmeasured, the control series is included as a covariate, resulting in a single-input transfer function-intervention model. If there are also measured external factors, a multiple-input model results. A careful analysis of the increased advertising shows that the buildup effect is immediate with a duration of the order of the purchase cycle.

"Leveraged" Decision Making in Advertising: The Flat Maximum Principle and Its Implications, DONALD S. TULL, VAN R. WOOD, DALE DUHAN, TOM GILLPATRICK, KIM R. ROBERTSON, and JAMES G. HELGESON, February 1986, 25–32.

The relationship between advertising and sales revenues has been the focus of numerous empirical and conceptual studies. Guided by past empirical works and using calculated values, the authors examine the implications of three advertising-to-sales response functions. The research findings are discussed in terms of advertising budgeting and future research on advertising effects. Noting four qualifications to their findings, the authors suggest that, within the bounds of the normative models and specific parameters examined, overadvertising could cost very little in forgone profit and may result in appreciable sales gains.

Measurement Issues in Time-Series Research: Reliability and Validity Assessment in Modeling the Macroeconomic Effects of Advertising, NICHOLAS M. DIDOW, JR. and GEORGE R. FRANKE, February 1984, 12.

See "Measurement"

Modeling Advertising-Sales Relationships Involving Feedback: A Time Series Analysis of Six Cereal Brands, DAVID A. AAKER, JAMES C. CARMAN, and ROBERT JACOBSON, February 1982, 116.

A time series analysis of the advertising-sales relationship is conducted for six cereal brands under the assumption that feedback is potentially present. This relationship is found to be very weak. The danger of applying a misspecified Koyck model is illustrated.

Modeling Sales-Advertising Relationships: An Integrated Time Series–Econometric Approach, ROBERT P. LEONE, August 1983, 291.

Since Palda's pioneering work investigating the dynamic relationship between sales and advertising, the marketing literature has contained many articles on the topic of sales response model building. Until recently, most of these articles have reported the construction of econometric models based on time series data. Recent applications of multivariate time series extensions of the work by Box and Jenkins have shown the usefulness of this methodology in building sales response models. The author discusses the distinctions between the econometric and time series approaches and, through a multivariate time series analysis, explores the competitive environment of an industry in which advertising is the main source of competition.

Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, SCOTT A. NESLIN and LEONARD GREENHALGH, November 1983, 368.

See "Industrial Marketing"

On the Econometric Measurement of the Duration of Advertising Effect on Sales, CHARLES B. WEINBERG and DOYLE L. WEISS, November 1982, 585.

The authors analyze the impact of data collection period on the coefficient of the lagged dependent variable in 69 econometric studies of the sales-advertising relationship. The null hypothesis that the coefficient is independent of data collection period is not rejected. Reasons for this result are offered and discussed.

Overcoming a No-Reputation Liability Through Documentation and Advertising Regulation, PRISCILLA A. LABARBERA, May 1982, 223.

See "New Product Research"

Perceived Attributes of Models in Prime-Time and Daytime Television Commercials: A Person Perception Approach, DEAN SHARITS and H. BRUCE LAMMERS, February 1983, 64.

See "Buyer Behavior"

Product Positioning: TRINODAL Mapping of Brand Images, Ad Images, and Consumer Preference, JOHN W. KEON, November 1983, 380.

See "Scaling Methods"

Recognition as a Measure of Learning from Television Commercials, SURENDRA N. SINGH and MICHAEL L. ROTHSCHILD, August 1983, 235.

Recognition has not received extensive acceptance by practitioners as a response variable for learning of television commercials. The authors review some of the distinctions between recall and recognition, and some of the problems associated with each. In a laboratory experiment they developed and tested a measure of recognition useful for low involvement situations in which a recall level of learning may not be necessary. Data and implications about the usefulness and limitations of the measure are presented.

Recovering Micro Parameters from Aggregate Data for the Koyck and Brand Loyal Models, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, August 1986, 298–304.

See "Econometric Models"

Testing Alternative Models on the Existence of Advertising Threshold Effect, ALBERT C. BEMMAOR, August 1984, 298.

Threshold effect of advertising has received wide attention in the marketing literature, but little formal representation of this phenomenon has been developed. On the basis of monthly time-series and cross-sectional data, the author tests for the existence of a threshold effect in a consumer good market. Alternative models are developed and estimated. A switching regression model which assumes a concave function to a cutoff point seems consistent with the evidence. The cutoff point below which advertising has little effect is estimated and the shift of advertising elasticity is assessed. The results show that advertising elasticity increases above the cutoff level, price elasticity is larger for heavily advertised premium brands than for less advertised low-price brands, and a minimum threshold level on advertising share is consistent with the theory.

The Dirichlet Multinomial Distribution as a Magazine Exposure Model, JOHN D. LECKENBY and SHIZUE KISHI, February 1984, 110.

The authors examine methods by which the Dirichlet multinominal distribution (DMD) can be parameterized in the modeling of magazine media exposure distributions. The performance of alternative methods of parameter estimation of the DMD is compared with that of three other exposure distribution models. Performance is assessed in terms of accuracy of predicted versus observed distributions on 515 tabulated schedules derived from 1979 SMRB data. Results show the DMD is superior in performance to all other models tested, including the popular beta binomial distribution (BBD).

The Effect of Advertising on Consumer Price Sensitivity, LAKSHMAN KRISHNAMURTHI and S. P. RAJ, May 1985, 119.

The authors investigate how increased advertising affects consumer price sensitivity. First, a conceptual framework integrating the role of advertising content is presented. Next, a methodology for studying the impact of advertising on consumer price sensitivity to brand purchase quantity and consumption is developed. Analyses of diary panel data for an established, frequently purchased brand from an ADTEL advertising field experiment clearly demonstrate that increased advertising lowers price sensitivity. Further, this effect is strong in the high price sensitivity segment for purchase quantity and consumption. In the low price sensitivity segment the effect is marginal. Additional support for these results was obtained by choosing different cutoff points for high sensitivity segmentation.

The Effects of Serial Correlation and Data Aggregation on Advertising Measurement, DOYLE L. WEISS, CHARLES B. WEINBERG, and PIERRE M. WINDAL, August 1983, 258.

See "Econometric Models"

The Lead Effect of Marketing Decisions, PETER DOYLE and JOHN SAUNDERS, February 1985, 54.

The extensive literature on the dynamic effects of marketing instruments has concentrated solely on lagged effects. However, lead effects, caused by the anticipations of consumers and other economic agents, are also important. The authors show how ignoring these effects results in an overestimate of the elasticity and profitability of common methods of sales promotion. They propose a more general approach to the specification and estimation of dynamic response functions.

The Mixed-Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules, ROLAND T. RUST and ROBERT P. LEONE, February 1984, 89.

Increasing awareness of the qualitative differences between television and magazine advertisements and the resulting inference that a response to a television ad is much different from a response to a magazine ad suggest the appropriateness of a model which jointly evaluates an advertising schedule including both television and magazines. The mixed-media Dirichlet multinomial distribution model proposed estimates the joint frequency distribution of exposure of such a mixed-media advertising schedule and evaluates response under a variety of alternative theoretical assumptions. An empirical test is performed to evaluate the accuracy of the model, and the model's performance is compared with that of models with different theoretical assumptions. The results have important implications for media planning, with a strong case being made for coordinated planning of the television and magazine advertising schedules.

The Persuasive Effects of Source Credibility in Buy and Lease Situations, ROBERT R. HARMON and KENNETH A. CONEY, May 1982, 255.

The persuasive impact of source credibility is examined in two situations. A highly credible source was more effective than a moderately credible source when the communication recommended buying a product, an advocacy which message recipients viewed unfavorably. The moderately credible source was more persuasive when the message advocated leasing the product, a position subjects generally supported. These findings are interpreted in terms of cognitive response theory. Practical implications of the research are suggested.

The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations, SCOTT B. MacKENZIE, RICHARD J. LUTZ, and GEORGE E. BELCH, May 1986, 130–143.

Attitude toward the ad (A_{ad}) has been postulated to be a causal mediating variable in the process through which advertising influences brand attitudes and purchase intentions. Previous conceptual and empirical research on this topic has suggested four alternative models of the relationships between brand-related cognitive, affective, and conative responses and ad-related cognitive and affective responses. The authors describe a structural equations analysis of these four models, utilizing two data sets generated within a commercial pretest setting. The results suggest that a dual mediation hypothesis, which postulates that A_{ad} influences brand attitude both directly and indirectly through its effect on brand cognitions, is superior to the other three models under the particular set of conditions in the pretest setting.

Using the Theory of Signal Detection to Improve Ad Recognition Testing, SURENDRA N. SINGH and GILBERT A. CHURCHILL, JR., November 1986, 327–336.

Recognition tests are a very popular means of assessing the memory effectiveness of advertisements. Unfortunately the recognition scores obtained by current methods reflect both the memory for an advertisement and the response biases of the respondents. The authors introduce the theory of signal detection (TSD) which can be used to secure independent estimates of memory and response bias in recognition tests. They discuss how TSD can be used to improve ad recognition testing.

Viewer Recall of Television Commercials: Prediction from the Propositional Structure of Commercial Scripts, ESTHER THORSON and RITA SNYDER, May 1984, 127.

The authors investigate a model for using what is said in a television commercial to predict what viewers recall of it. The psycholinguistically based ad language model (ALM) was applied to analysis of the propositional structure of 19 commercial scripts and 941 associated viewer recall protocols. The protocols came from either day-after telephone interviews by market research agencies or immediate free recall after forced exposure. Stepwise regressions with ALM script measures as predictors accounted for significant portions of the variance in ALM measures of how many ideas viewers would generate when recalling, how much information about execution and product characteristics they would recall, and their use of brand name and descriptive words. ALM script measures also predicted the day-after recall scores available for 16 of the commercials. Linking of the propositional structures of commercials with their recall leads to an improved foundation for use of recall in the evaluation of advertising messages.

ATTITUDE THEORY RESEARCH

A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, PAUL W. MINIARD, CARL OBERMILLER, and THOMAS J. PAGE, JR., May 1983, 206.

Warshaw has stated that low intention-behavior relationships are partially due to the lack of contextually specific intention measures and that conditional measures are more predictive than direct measures. Neither assertion is supported by the results of a study designed to examine the separate effects of these two measurement factors.

An Approach to the Measurement of Consumer Preferences Using Limited Information, NARESH K. MALHOTRA, February 1986, 33–40.

The author proposes an alternative approach for measuring consumer preferences by using limited information. The approach differs from the current popular approaches in that once the nonpreferred choice alternatives are identified, no further information on them is obtained. Behavioral rationale as well as theoretical support underlying the proposed approach is provided. The author reports an empirical investigation and two Monté Carlo studies comparing the performance of the proposed approach with that of metric conjoint analysis, which is a corresponding approach based on "full" information, and an OLS approach that uses information on the preferred alternatives only. Finally, the implications, advantages, and limitations of the proposed approach are discussed.

An Examination of the Convergent, Discriminant, and Predictive Validity of Fishbein's Behavioral Intention Model, ROBERT E. BURNKRANT and THOMAS J. PAGE, JR., November 1982, 550.

See "Econometric Models"

Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective, JOHNY K. JOHANSSON, SUSAN P. DOUGLAS, and IKUJIRO NONAKA, November 1985, 388.

See "International Marketing"

Attitude-Behavior Consistency in Children's Responses to Television Advertising, DEBORAH L. ROEDDER, BRIAN STERNTHAL, and BOBBY J. CALDER, November 1983, 337.

The authors examine the conditions under which children are likely to make attitude-consistent choices in response to a television commercial. Two experiments show that children's age and the demands of the choice task are determinants of attitude-behavior consistency. These findings are discussed in terms of children's decision-making abilities and the more general issue of how attitudes are related to behavior.

Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, ROBERT E. SMITH and WILLIAM E. SWINYARD, August 1983, 257.

The role of direct versus indirect experience in the attitude-behavior consistency issue is reviewed. Using a new communications model, the authors extend the direct/indirect experience paradigm to a common marketing scenario: product trial versus product advertising. The specific contributions of attitude strength and type of behavior are examined, and results show that when attitudes are based on trial they predict purchase very well. When attitudes are based on advertising, however, attitude-behavior consistency is significantly reduced. Implications for when attitude models should be applied in marketing research and practice are discussed.

Attitudinal Predictions of Choices of Major Appliance Brands, GEORGE S. DAY and TERRY DEUTSCHER, May 1982, 192.
See "Brand Choice"

Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation, C. WHAN PARK and S. MARK YOUNG, February 1986, 11–24.
See "Advertising and Media Research"

Detecting and Explaining Vividness Effects in Attitudinal Judgments, JOLITA KISIELIUS and BRIAN STERNTHAL, February 1984, 54.
See "Advertising and Media Research"

Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?, MERYL PAULA GARDNER, May 1985, 192.
See "Advertising and Media Research"

Effects of Group Cohesiveness on Attitude Polarization and the Acquisition of Knowledge in a Strategic Planning Context, JOHN C. WHITNEY and RUTH A. SMITH, May 1983, 167.

Successful implementation of a corporate strategic plan requires the support of all individuals in the organization, some of whom play different, and possibly conflicting, roles. Cohesiveness within groups that favor different sides of an issue was examined to determine its effect on attitude polarization. The findings suggest that cohesiveness can result in greater polarization, thereby impeding the successful implementation of the strategic plan. The study findings also afford insight into the attitude polarization process brought about by group interaction. The social comparison and persuasive-arguments theories, which make different predictions about this process, are not necessarily competing as has been previously suggested. The results suggest that the relative validity of the explanation offered by each theory is determined by the environment in which interaction between groups occurs. Specifically, when group cohesiveness was enhanced, information was not transmitted effectively as predicted by the persuasive-arguments theory. However, when the value of group membership was de-emphasized, an effective transmission of information occurred during intergroup discussions.

Information Availability as a Determinant of Multiple Request Effectiveness, ALICE M. TYBOUT, BRIAN STERNTHAL, and BOBBY J. CALDER, August 1983, 280.
See "Information Processing"

Position Bias in Multiple-Choice Questions, NIELS J. BLUNCH, May 1984, 216.

The author argues that rotation of answer alternatives in multiple-choice questions does not eliminate position bias—i.e., bias caused by respondents' tendency to opt for alternatives in certain positions (e.g., the first few mentioned) regardless of their content. Researchers seem to have overlooked this conclusion, possibly because they have approached the problem as a purely manifest phenomenon without reference to a statistical model of the data-generating process. The study of such models and their application to empirical data also reveals that position bias (1) is not necessarily disclosed by rotation, (2) is often much more important than sampling error, and (3) precludes usual estimation of the parameters of the data-generating process. These findings also have implications for nonverbal stimuli and raise questions about efforts to handle position-biased experimental data when the response variable is only nominally scaled.

Selected Determinants of Consumer Satisfaction and Complaint Reports, WILLIAM O. BEARDEN and JESSE E. TEEL, February 1983, 21.
See "Buyer Behavior"

The Impact of Inferential Beliefs on Product Evaluations, JOEL HUBER and JOHN McCANN, August 1982, 324.

Though most observers acknowledge that consumers make inferences among product attributes, the influence of such inferences on product evaluation is much less clear. Study respondents evaluated products for which information on one of two attributes was systematically omitted. A general model is built to estimate the directional effect of inferences on product evaluation. The effect of inferences to a missing attribute is statistically significant and in the expected direction. In one case, the marginal value of the remaining attribute (price) reverses in sign because of an inference. Thus, inferences are theoretically important and a potentially troublesome issue in the modeling and measurement of consumer choice processes.

The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations, SCOTT B. MacKENZIE, RICHARD J. LUTZ, and GEORGE E. BELCH, May 1986, 130–143.
See "Advertising and Media Research"

Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective, JOHN G. LYNCH, JR., February 1985, 1.
See "Scaling Methods"

Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement, RAJ ARORA, November 1982, 505.
See "Econometric Models"

BRAND CHOICE

A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships, VIJAY MAHAJAN, PAUL E. GREEN, and STEPHEN M. GOLDBERG, August 1982, 334.
See "Pricing Research"

A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, PAUL W. MINIARD, CARL OBERMILLER, and THOMAS J. PAGE, JR., May 1983, 206.
See "Attitude Theory Research"

A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process, PRISCILLA A. LaBARBERA and DAVID MAZURSKY, November 1983, 393.
See "Buyer Behavior"

A Model of Marketing Mix, Brand Switching, and Competition, GREGORY S. CARPENTER and DONALD R. LEHMANN, August 1985, 318.
See "Competition in Marketing"

A Note on Accounting for Sources of Variation in Perceptual Maps, WILLIAM R. DILLON, DONALD G. FREDERICK, and VANCHAI TANGPANICHDEE, August 1982, 302.
See "Segmentation Research"

Alternative Approaches to the Two-Group Concordance Problem in Brand Preference Rankings, ALBERT D. PALACHEK and ROGER A. KERIN, August 1982, 386.
The authors describe alternative approaches for determining rank-order agreement on a common set of brands between two groups of subjects as well as within each group. Specific attention is given to the application of *U*-statistics to the two-group rank-order problem in consumer and marketing research.

An Approach to the Measurement of Consumer Preferences Using Limited Information, NARESH K. MALHOTRA, February 1986, 33–40.
See "Attitude Theory Research"

Analysis of Purchase Intent Scales Weighted by Probability of Actual Purchase, GARY M. MULLET and MARVIN J. KARSON, February 1985, 93.
See "New Product Research"

Attitudinal Predictions of Choices of Major Appliance Brands, GEORGE S. DAY and TERRY DEUTSCHER, May 1982, 192.
A reinterview study showed that awareness and attitudes toward major appliance brands were only weakly related to subsequent brand choices. Such attitudes are formed mainly through a process of learning without involvement, and are particularly susceptible to change during the period of active search prior to the purchase decision. A significant exception was the group of brands using a full line strategy, supported by national advertising, where prior attitudes had a significant relationship with the brand chosen.

Comment on "Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study," ROBERT W. SHOEMAKER, February 1986, 78–82.
See "Pricing Research"

Context-Induced Parameter Instability in a Disaggregate-Stochastic Model of Store Choice, ROBERT J. MEYER and THOMAS C. EAGLE, February 1982, 62.
A model of individual consumer choice is described which posits that the relative weights consumers associate with product attributes in forming preferences covary with the amount of variability on the attributes among choice alternatives in particular contexts. The model is derived in a logit-like form, and has advantages over previously used nested models in terms of not requiring an analyst to prespecify a decision hierarchy and being relatively simple computationally. A binomial form of the model is illustrated by an analysis of a set of experimental store choice data.

Decision Plans and Consumer Choice Dynamics, C. WHAN PARK and RICHARD J. LUTZ, February 1982, 108.
Individuals' home choice behaviors are examined at different stages of the choice process by an alternative method measuring the dynamics of the choice process. This new method incorporates information about the decision maker's decision plan in arriving at predictions of subsequent choice behavior.

Design and Analysis of Simulated Consumer Choice or Allocation Experiments: An Approach Based on Aggregate Data, JORDAN J. LOUVIERE and GEORGE WOODWORTH, November 1983, 350.
See "Econometric Models"

Do Higher Prices Signal Higher Quality?, EITAN GERSTNER, May 1985, 209.
The author reports some empirical results on the strength of the quality-price relation. For many products, the relation between quality and price appears to be very weak; hence, for many products, higher prices appear to be poor signals of higher quality.

Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?, MERYL PAULA GARDNER, May 1985, 192.
See "Advertising and Media Research"

Effects of Competitive Context and of Additional Information on Price Sensitivity, JOEL HUBER, MORRIS B. HOLBROOK, and BARBARA KAHN, August 1986, 250–260.
See "Pricing Research"

Effects of Context and Part-Category Cues on Recall of Competing Brands, JOSEPH W. ALBA and AMITAVA CHATTOPADHYAY, August 1985, 340.
See "Competition in Marketing"

Empirically Testing a Disaggregate Choice Model for Segments, DENNIS H. GENSCH, November 1985, 462.
See "Segmentation Research"

Exploiting Rank Ordered Choice Set Data Within the Stochastic Utility Model, RANDALL G. CHAPMAN and RICHARD STAELIN, August 1982, 288.
See "Econometric Models"

External Search: The Role of Consumer Beliefs, CALVIN P. DUNCAN and RICHARD V. OLSHAVSKY, February 1982, 32.
See "Buyer Behavior"

Hybrid Models for Conjoint Analysis: An Expository Review, PAUL E. GREEN, May 1984, 155.
Over the past few years hybrid models for conjoint analysis have been developed to reduce data collection effort and time. Hybrid models combine features of self-explicated utility measurement with more traditional conjoint analysis. A classification of hybrid models is presented, followed by a review of their comparative performance in cross-validation tests. Though hybrid models represent an attempt to cope with an important practical problem in industry applications of conjoint techniques, these models entail a number of untested assumptions requiring further theoretical analysis and empirical research. Suggestions are offered on future studies that are essential before the role of hybrid models in conjoint methods can be evaluated properly.

Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, May 1986, 89–100.
See "Buyer Behavior"

Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach, FRED S. ZUFRYDEN, May 1986, 177–183.
See "Buyer Behavior"

Overcoming a No-Reputation Liability Through Documentation and Advertising Regulation, PRISCILLA A. LaBARBERA, May 1982, 223.
See "New Product Research"

Patterns of Store Choice, KAU AH KENG and A. S. C. EHRENBERG, November 1984, 399.
See "Buyer Behavior"

Predicting Choice Shares Under Conditions of Brand Interdependence, WAGNER A. KAMAKURA and RAJENDRA K. SRIVASTAVA, November 1984, 420.

The authors discuss some shortcomings of probabilistic choice models which do not capture product interdependencies. When substitutional relationships are present in the marketplace, these models may lead to biased estimates for choice/market shares. A probabilistic choice model which accounts for the interdependence among choice alternatives is proposed. This model uses parsimonious parameterization and relies on parameters which are not related to specific alternatives in the choice set. The model is compared with two other probabilistic choice models in terms of goodness of fit and predictive ability.

Predictive Testing of Consumer Choice Models Not Subject to Independence of Irrelevant Alternatives, IMRAN S. CURRIM, May 1982, 208.

The probabilistic modeling of the relationship between objective or perceived characteristics of multiattribute alternatives and consumer choice is receiving increased attention in marketing and other disciplines. Many marketing applications use the Luce choice axiom, the LOGIT model, and the independent PROBIT model. All these formulations involve the "independence of irrelevant alternatives" assumption, which is not realistic in many consumer behavior contexts. The author suggests new product introduction situations in which the consequences of the assumption are not intuitively appealing. Models recently developed by transportation researchers and one extension developed by the author, all of which are not constrained by the independence restriction and may be applicable in modeling consumer choice, are described. In an empirical application, cross-sectional data on consumers' perceptions of transportation modes on several characteristics and their choices of modes in the San Francisco Bay area are used to compare models with and without the independence property on diagnostic and predictive criteria.

Salience Effects in Brand Recall, JOSEPH W. ALBA and AMITAVA CHATTOPADHYAY, November 1986, 363–369.
See "Information Processing"

Structural Information Factors Which Stimulate the Use of Nutrition Information: A Field Experiment, THOMAS E. MULLER, May 1985, 143.
See "Buyer Behavior"

Temporal Variety in Consumer Behavior, EDGAR PESSEMIER and MOSHE HANDELSMAN, November 1984, 435.
See "Buyer Behavior"

Testing the Exact Order of an Individual's Choice Process in an Information-Theoretic Framework, WILFRIED R. VANHONACKER, November 1985, 377.
See "Regression and Other Statistical Techniques"

The Use of Extrinsic Cues to Facilitate Product Adoption, WILLIAM O. BEARDEN and TERENCE A. SHIMP, May 1982, 229.
See "New Product Research"

The Use of Linear Logit Models in Marketing Research, NARESH K. MALHOTRA, February 1984, 20.
See "Regression and Other Statistical Techniques"

Using a Variety-Seeking Model to Identify Substitute and Complementary Relationships Among Competing Products, JAMES M. LATTIN and LEIGH McALISTER, August 1985, 330.
See "Competition in Marketing"

Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures, MORRIS B. HOLBROOK and WILLIAM L. MOORE, February 1982, 87.
See "Regression and Other Statistical Techniques"

BUYER BEHAVIOR

A Field Investigation of Causal Relations Among Cognitions, Affect, Intentions, and Behavior, RICHARD P. BAGOZZI, November 1982, 562.

A new method for representing attitudinal reactions is developed and related to current information integration approaches. Hypotheses are tested about the effects of expectancy-value measures and affect toward the act on intentions and subsequent behavior. The findings lead to a modification and extension of current attitudinal models and their relation to intentions and behavior.

A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, PAUL W. MINIARD, CARL OBERMILLER, and THOMAS J. PAGE, JR., May 1983, 206.
See "Attitude Theory Research"

A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process, PRISCILLA A. LaBARBERA and DAVID MAZURSKY, November 1983, 393.

A simplified cognitive model is proposed to assess the dynamic aspect of consumer satisfaction/dissatisfaction in consecutive purchase behavior. Satisfaction is found to have a significant role in mediating intentions and actual behavior for five product classes that were analyzed in the context of a three-stage longitudinal field study. The asymmetric effect found demonstrates that repurchase of a given brand is affected by lagged intention whereas switching behavior is more sensitive to dissatisfaction with brand consumption. An attempt to predict repurchase behavior on the basis of the investigated cognitive variables yielded weak results. However, repurchase predictions were improved when the model was extended to a multipurchase setting in which prior experience with the brand was taken into account.

Agendas and Consumer Choice, JOHN R. HAUSER, August 1986, 199–212.

An agenda (either implicit or imposed) is a set of constraints on the order of selecting or eliminating choice alternatives. It can be "top down," "bottom up" (as a tournament), or more general. The author's analytic results identify which probabilistic choice rules are affected by agendas and when they are affected. The results also illustrate how agendas might be used to enhance target products. Examples and behavioral hypotheses are provided and the implications of the results for marketing management are discussed.

Alternative Approaches to the Two-Group Concordance Problem in Brand Preference Rankings, ALBERT A. PALACHEK and ROGER A. KERIN, August 1982, 386.
See "Brand Choice"

An Approach to the Measurement of Consumer Preferences Using Limited Information, NARESH K. MALHOTRA, February 1986, 33–40.
See "Attitude Theory Research"

An Examination of the Convergent, Discriminant, and Predictive Validity of Fishbein's Behavioral Intention Model, ROBERT E. BURNKRANT and THOMAS J. PAGE, JR., November 1982, 550.
See "Econometric Models"

An Investigation Into the Determinants of Customer Satisfaction, GILBERT A. CHURCHILL, JR., and CAROL SURPRENANT, November 1982, 491.

The authors investigate whether it is necessary to include disconfirmation as an intervening variable affecting satisfaction as is commonly argued, or whether the effect of disconfirmation is adequately captured by expectation and perceived performance. Further, they model the process for two types of products, a durable

and a nondurable good, using experimental procedures in which three levels of expectations and three levels of performance are manipulated for each product in a factorial design. Each subject's perceived expectations, performance evaluations, disconfirmation, and satisfaction are subsequently measured by using multiple measures for each construct. The results suggest the effects are different for the two products. For the nondurable good, the relationships are as typically hypothesized. The results for the durable good are different in important respects. First, neither the disconfirmation experience nor subjects' initial expectations affected subjects' satisfaction with it. Rather, their satisfaction was determined solely by the performance of the durable good. Expectations did combine with performance to affect disconfirmation, though the magnitude of the disconfirmation experience did not translate into an impact on satisfaction. Finally, the direct performance-satisfaction link accounts for most of the variation in satisfaction.

Analysis of Purchase Intent Scales Weighted by Probability of Actual Purchase, GARY M. MULLET and MARVIN J. KARSON, February 1985, 93.
See "New Product Research"

Analysis of Referral Networks in Marketing: Methods and Illustration, PETER H. REINGEN and JEROME B. KERNAN, November 1986, 370–378.
Though many marketers—particularly those in the service sector—depend on word of mouth (WOM) for referrals, the traditional sample survey methodology used in previous WOM research does not explicate the interpersonal nature of informal communication. The authors propose network analysis as an alternative method for research on referral behavior. The sampling, data-gathering, and analytic aspects of referral network analysis are described in general terms and illustrated with a case study which, in addition to yielding interesting descriptive information about a service marketer's referral network, affords a test of the strength-of-ties hypothesis in influencing referral flows.

Analyzing Changing Consumption Patterns with Cohort Analysis, JOSEPH O. RENTZ, FRED D. REYNOLDS, and ROY G. STOUT, February 1983, 12.
See "Demographic Analysis"

Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective, JOHNY K. JOHANSSON, SUSAN P. DOUGLAS, and IKUJIRO NONAKA, November 1985, 388.
See "International Marketing"

Assessment of the Psychometric Properties of an Opinion Leadership Scale, TERRY L. CHILDERS, May 1986, 184–188.
See "Measurement"

Attitude-Behavior Consistency in Children's Responses to Television Advertising, DEBORAH L. ROEDDER, BRIAN STERNTHAL, and BOBBY J. CALDER, November 1983, 337.
See "Attitude Theory Research"

Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, ROBERT E. SMITH and WILLIAM E. SWINYARD, August 1983, 257.
See "Attitude Theory Research"

Communication Style in the Salesperson-Customer Dyad, KAYLENE C. WILLIAMS and ROSANN L. SPIRO, November 1985, 434.
See "Salesforce Research"

Decision Plans and Consumer Choice Dynamics, C. WHAN PARK and RICHARD J. LUTZ, February 1982, 108.
See "Brand Choice"

Detecting and Explaining Vividness Effects in Attitudinal Judgments, JOLITA KISIELIUS and BRIAN STERNTHAL, February 1984, 54.
See "Advertising and Media Research"

Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons, STEPHEN J. ARNOLD, TAE H. OUM, and DOUGLAS J. TIGERT, May 1983, 149.
See "Retailing and Wholesaling"

Effects of Competitive Context and of Additional Information on Price Sensitivity, JOEL HUBER, MORRIS B. HOLBROOK, and BARBARA KAHN, August 1986, 250–260.
See "Pricing Research"

Effects of Consumer Expectations on Information Processing in Selling Encounters, MITA SUJAN, JAMES R. BETTMAN, and HARISH SUJAN, November 1986, 346–353.
See "Information Processing"

Effects of Context and Part-Category Cues on Recall of Competing Brands, JOSEPH W. ALBA and AMITAVA CHATTOPADHYAY, August 1985, 340.
See "Competition in Marketing"

Empirically Testing a Disaggregate Choice Model for Segments, DENNIS H. GENSCH, November 1985, 462.
See "Segmentation Research"

External Search: The Role of Consumer Beliefs, CALVIN P. DUNCAN and RICHARD W. OLSHAVSKY, February 1982, 32.
A survey of 164 recent purchasers of color television sets shows that consumer beliefs about the marketplace and about their capabilities as consumers accounted for 50% of the variance in extent of external search. Also, the type of brand (domestic, foreign, or private) and the type of store (national, regional, or local) considered by a consumer are found to be significantly related to the beliefs held.

Forecasting the Impact of Socioeconomic and Demographic Change on Product Demand, JOHN M. McCANN and DAVID J. REIBSTEIN, November 1985, 415.
See "Forecasting"

Information Availability as a Determinant of Multiple Request Effectiveness, ALICE M. TYBOUT, BRIAN STERNTHAL, and BOBBY J. CALDER, August 1983, 280.
See "Information Processing"

Measuring Consumer Involvement Profiles, GILLES LAURENT and JEAN-NOËL KAPFERER, February 1985, 41.
There is more than one kind of consumer involvement. Depending on the antecedents of involvement (e.g., the product's pleasure value, the product's sign or symbolic value, risk importance, and probability of purchase error), consequences of consumer behavior differ. The authors therefore recommend measuring an involvement profile, rather than a single involvement level. These conclusions are based on an empirical analysis of 14 product categories.

Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, May 1986, 89–100.
The authors propose a taxonomic framework for defining and measuring alternate forms of variety-seeking and reinforcement be-

havior. This framework is composed of seven simple and testable models that capture the spirit of most of the models offered in the marketing literature in this area. The models are tested on panel data for 16 brands in five separate product categories. In addition, simulations are run to examine the effects of violations of the modeling assumptions. The analyses provide insights about variety-seeking and reinforcement tendencies which may be of benefit to the marketing manager.

Modeling Consumer Satisfaction Processes Using Experience-Based Norms, ROBERT B. WOODRUFF, ERNEST R. CADOTTE, and ROGER L. JENKINS, August 1983, 296.

The authors propose to modify the basic confirmation/disconfirmation paradigm in two ways. First, expectations are replaced with experience-based norms as the standard for comparison of a brand's performance. Second, a zone of indifference is postulated as a mediator between confirmation/disconfirmation and satisfaction. Implications for future research are also presented.

Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach, FRED S. ZUFRYDEN, May 1986, 177–183.

A model is formulated to express the relationship between first-order Markov transition probabilities for a multibrand market and explanatory variables. The author shows that the parameters for the model can be estimated through a proposed restricted weighted least squares procedure. An empirical implementation of the estimation procedure illustrates the structure, goodness of fit, and predictive validity of the proposed model.

On the Validation of Lifestyle Traits: A Review and Illustration, JOHN L. LASTOVICKA, February 1982, 126.

How valid are lifestyle trait concepts and measures? A literature review shows little published evidence to suggest lifestyle trait researchers have rigorously tested the validity of their concepts and measures. An illustrative validation study demonstrates how trait validation efforts can improve. The validation study carefully scrutinizes three previously proposed lifestyle traits and provides only partial support for the validity of two of the three traits evaluated.

Patterns of Interpersonal Information Seeking for the Purchase of a Symbolic Product, DAVID F. MIDGLEY, February 1983, 74.

The author extends the research on consumer prepurchase information seeking to a product which is essentially socially symbolic rather than utilitarian. A survey of the purchasers of a fashion item was undertaken, and the data subjected to a novel cluster analytic technique. Several distinct patterns of overt search were derived and related to socioeconomic segments of individuals. The author concludes that to explain consumer information seeking it is necessary to gain a better understanding of both the motives underlying search and the risks inherent in any purchase.

Patterns of Store Choice, KAU AH KENG and A. S. C. EHRENBERG, November 1984, 399.

Consumers show low store loyalty and little or no segmentation between different chains or store groups when buying a grocery product in the United Kingdom. Store penetration, repeat buying of the product at the same store group, and multistore buying all follow the same theoretical patterns as have been established previously for brands. Store choice is like brand choice. Loyalty to a specific brand within a particular chain is also low. Over time, people spread their purchases of the product extensively to other brands and other chains directly in line with market shares.

Perceived Attributes of Models in Prime-Time and Daytime Television Commercials: A Person Perception Approach, DEAN SHARITS and H. BRUCE LAMMERS, February 1983, 64.

In four sessions over a two-week time period, 32 women and 32 men viewed 128 randomly selected prime-time and daytime television commercials from early 1980. In an adaptation of Schneider's person perception approach, the viewers rated the models on a set of 13 social psychological attributes which were subsequently factor analyzed into three factors: responsible-mature, social image-status, and independence. Perceptions of male and female models differed as a function of time of airing and product, but not as a function of the viewer's sex. Overall, women were not portrayed in a more negative way than men are portrayed in today's (1980) television commercials.

Selected Determinants of Consumer Satisfaction and Complaint Reports, WILLIAM O. BEARDEN and JESSE E. TEEL, February 1983, 21.

Data obtained from 375 members of a consumer panel in a two-phase study of consumer experiences with automobile repairs and services were used to examine the antecedents and consequences of consumer satisfaction. The results support previous findings that expectations and disconfirmation are plausible determinants of satisfaction, and suggest that complaint activity may be included in satisfaction/dissatisfaction research as suggested by earlier descriptions of consumer complaining behavior.

Structural Information Factors Which Stimulate the Use of Nutrition Information: A Field Experiment, THOMAS E. MULLER, May 1985, 143.

Four structural information factors were tested in an in-store experiment. Nutrition information was presented on point-of-purchase signs and changes in brand sales were monitored. The sales data reveal that changes in purchase behavior are a function of two structural properties of the information, its presentation format and the extent of variation in brand ratings on a sign.

Temporal Variety in Consumer Behavior, EDGAR PESSEMIER and MOSHE HANDELSMAN, November 1984, 435.

A measure of temporal variety is developed and is used as a dependent variable in an investigation of the variability in individual purchases from three product classes. Predictor variables are used to characterize individuals who exhibit higher versus lower levels of purchase variability and to classify a holdout sample.

The Accuracy of Telephone Call Data Collected by Diary Methods, JOHN McKENZIE, November 1983, 417.

See "Sampling and Survey Methods"

The Effect of Advertising on Consumer Price Sensitivity, LAKSHMAN KRISHNAMURTHI and S. P. RAJ, May 1985, 119.

See "Advertising and Media Research"

The Lead Effect of Marketing Decisions, PETER DOYLE and JOHN SAUNDERS, February 1985, 54.

See "Advertising and Media Research"

The Persuasive Effects of Source Credibility in Buy and Lease Situations, ROBERT R. HARMON and KENNETH A. CONEY, May 1982, 255.

See "Advertising and Media Research"

The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations, SCOTT B. MacKENZIE, RICHARD J. LUTZ, and GEORGE E. BELCH, May 1986, 130–143.

See "Advertising and Media Research"

Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, CLAES FORNELL and FRED L. BOOKSTEIN, November 1982, 440.
See "Econometric Models"

Using a Variety-Seeking Model to Identify Substitute and Complementary Relationships Among Competing Products, JAMES M. LATTIN and LEIGH McALISTER, August 1985, 330.
See "Competition in Marketing"

Using the Theory of Signal Detection to Improve Ad Recognition Testing, SURENDRA N. SINGH and GILBERT A. CHURCHILL, JR., November 1986, 327–336.
See "Advertising and Media Research"

Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement, RAJ ARORA, November 1982, 505.
See "Econometric Models"

CHANNELS OF DISTRIBUTION

A Modified Model of Power in the Marketing Channel, ROBERT F. LUSCH and JAMES R. BROWN, August 1982, 312.

A modified model for examining power and its sources in marketing channels is developed and tested. The results of testing this model indicate that its predictive ability is no better than that of previous approaches. Some unexpected results obtained in this and other studies are discussed in the context of an overall framework of power sources and their consequences in marketing channels.

A Sociopsychological Explanation for Why Marketing Channel Members Relinquish Control, PUNAM ANAND and LOUIS W. STERN, November 1985, 365.

The authors examine the conditions that encourage channel members to relinquish control willingly and purposefully to others. They use an attribution theory perspective to predict when channel members, particularly franchisees, will relinquish control in spite of having legal latitude to retain it.

An Empirical Investigation of Some Antecedents of Opportunism in a Marketing Channel, GEORGE JOHN, August 1984, 278.

The author examines the determinants of opportunistic behavior in an interfirm relationship. Data from a franchise setting are examined for the effects of interorganizational structure and interfirm influence on attitudes and opportunistic behavior. The results indicate that opportunism is affected by attitudes as well as such factors as interoganizational structure. Theoretical and managerial implications for the analysis of marketing channels are offered.

Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context, JEHOSHUA ELIASHBERG, STEPHEN A. LaTOUR, ARVIND RANGASWAMY, and LOUIS W. STERN, May 1986, 101–110.

The results of the study show the robustness of two utility-based negotiation theories—group decision theory and Nash's bargaining solution—in accurately predicting outcomes of a marketing channel laboratory simulation in which power and information conditions were varied. Both theories significantly outperformed the predictions of a random model. Nash's theory performed better than group decision theory.

Dealer Perceptions of Manufacturer Power and Influence Strategies in a Developing Country, SUDHIR H. KALE, November 1986, 387–393.

The author reports a field study of dyadic channel relationships in India. Among the findings is that a manufacturer's perceived power is related positively to the frequency of use of relatively high pressure influence strategies by its field representatives. The need to conduct studies across several industries and countries is underscored by the study findings.

Environmental Relationships of the Internal Political Economy of Marketing Channels, F. ROBERT DWYER and M. ANN WELSH, November 1985, 397.

The political economy framework illuminates interplay between the internal and external sociopolitical and economic forces of marketing channels. Framing the collection and analysis of data from retailer informants on channel environments, configuration, and decision structure, a theoretical model is developed for explaining interorganizational responses to uncertainty and dependence constraints of the channel environment. Heterogeneity is hypothesized to precipitate complex and fluid channel structures as a means of coping with uncertainty. In contrast, high levels of variability in the output environment are expected to foster vertical integration and bureaucratization as a means of reducing dependence. Support for both hypotheses is reported and implications for future research are discussed.

Explaining Control Losses in Corporate Marketing Channels: An Organization Analysis, LYNN W. PHILLIPS, November 1982, 525.

The author examines the determinants of control loss in the marketing channels of 40 U.S. manufacturers, each of which has vertically integrated into wholesale distribution by the establishment of manufacturers' sales branches. The central hypothesis tested is that the efficiency of a vertically integrated system depends on the adoption of organizational forms which enable the firm to limit the degree of control loss and subgoal pursuit predictably resulting from vertical expansion. Control loss is operationalized in terms of the extent to which the travel and entertainment expenses of branch sales personnel exceed necessary levels. The results demonstrate the important influence of organizational structure and control systems on the efficiency of marketing operations. The findings are interpreted in terms of Williamson's organizational failures framework.

Interrelations Among a Channel Entity's Power Sources: Impact of the Exercise of Reward and Coercion on Expert, Referent, and Legitimate Power Sources, JOHN F. GASKI, February 1986, 62–77.

Several distribution channel studies have examined the effects of various sources of a channel member's power on such phenomena as power, conflict, and satisfaction. However, as causal relationships *among* these power sources have not been considered, the author investigates some aspects of this issue. Specifically, the effects of reward and coercion on the expert, referent, and legitimate power sources in a marketing channel are identified. Results indicate that (1) a supplier's application of reward and punishment does affect the strength of its other three power sources and (2) these relationships exert a major influence on whatever impact reward and coercion may have on other channel phenomena such as supplier power and dealer satisfaction. The implication of this finding of a compound effect of the use of certain power sources is that channel entities should be even more circumspect about such action than would be advised on the basis of prior research in this area.

Multiple Business Goals Sets as Determinants of Marketing Channel Conflict: An Empirical Study, JEHOSHUA ELIASHBERG and DONALD A. MICHIE, February 1984, 75.

This study integrates concepts and ideas from various disciplines to investigate and measure relationships between conflict and sets of multiple business goals in a channel of distribution. The relationships are examined empirically by means of a set of dyadic data. The results demonstrate the similarities and differences be-

tween channel members in their perceived conflict and in the role of business goals as a determinant of the conflict.

On the Measurement of Interfirm Power in Channels of Distribution, GARY L. FRAZIER, May 1983, 158.

Based in part on previous research reported in the marketing channels literature, an approach for measuring interfirm power is developed which centers on power's hypothesized sources. Within a dyadic channel relationship, the role performance of a firm in its primary channel responsibilities is seen to drive the level of the other firm's dependence in their relationship. This dependence, in turn, determines the former firm's level of power over the latter firm. Empirical results from a study in a franchise channel system are used to evaluate the reliability and construct validity of the proposed measures.

Patterns of Store Choice, KAU AH KENG and A. S. C. EHRENBERG, November 1984, 399.

See "Buyer Behavior"

Perceptions of Interfirm Power and Its Use Within a Franchise Channel of Distribution, GARY L. FRAZIER and JOHN O. SUMMERS, May 1986, 169–176.

Data from a field study of the automobile distribution channel are used to examine how dealers' perceptions of their manufacturers' power are related to the latter's use of coercive and noncoercive influence strategies. Dealers' reports about their manufacturers' reliance on the various influence strategies also are related to dealers' attitudes toward their manufacturers and the dealers' own use of selected influence strategies.

Power and Goal Setting in Channel Negotiations, LEIGH McALISTER, MAX H. BAZERMAN, and PETER FADER, August 1986, 228–236.

The authors investigate the use of a moderately high externally set profitability constraint as a goal-setting mechanism for controlling channel negotiators. Equal and high power channel members are shown to be made more profitable by the constraint. Low power channel members are shown to be made less profitable by the same constraint. The analysis is done in the context of an experimental market simulation that reveals the impact of the constraint and power variables on both quantity and quality of transactions completed as well as dynamics of negotiations over time.

Reliability and Validity of Alternative Measures of Channel Member Satisfaction, ROBERT W. RUEKERT and GILBERT A. CHURCHILL, JR., May 1984, 226.

The authors describe the development of multiple-item measures to capture the construct of channel member satisfaction. Two measures are developed that are found to have high levels of reliability and validity. In addition, the construct of channel member satisfaction is found to be multidimensional, involving satisfaction with products, financial considerations, social interaction, cooperative advertising programs, and other promotional assistances.

The Differential Effects of Exercised and Unexercised Power Sources in a Marketing Channel, JOHN F. GASKI and JOHN R. NEVIN, May 1985, 130.

Though considerable research has been reported on the effects of coercive and noncoercive power sources in marketing channels, the particular effects of power sources that have been exercised, as opposed to those that remain unexercised, have not been identified. The authors summarize the findings of a research project examining these differential effects on selected variables of interest to channel managers, including power, conflict, dealer satisfaction, and channel performance.

The Reliability and Validity of Key Informant Data from Dyadic Relationships in Marketing Channels, GEORGE JOHN and TORGER REVE, November 1982, 517.

Key informant reports from both sides of a set of wholesaler-retailer dyads are analyzed to investigate the convergent and discriminant validity of the measures. These measures, derived from a political economy model, describe the structural form and collective sentiments within the dyadic interaction. The results indicate that the structural form measures have convergent and discriminant validity. However, the sentiments variables fail to show adequate validity. The methodological and theoretical implications of the results are assessed.

COMPETITION IN MARKETING

A Model of Advertising Competition, GARY M. ERICKSON, August 1985, 297.

Using a dynamic model of advertising rivalry between competitors in a duopoly, the author obtains analytical results for the case of pure market share rivalry in a mature market. A more general model, allowing for market expansion as well as market share rivalry, is analyzed numerically. An empirical illustration indicates that the advertising behavior of the two leading national brewers, Anheuser-Busch and Miller, is consistent with theoretical conclusions that competitors dynamically increase advertising expenditures to take advantage of a growing market for both.

A Model of Marketing Mix, Brand Switching, and Competition, GREGORY S. CARPENTER and DONALD R. LEHMANN, August 1985, 318.

The authors develop a model of brand switching which incorporates marketing mix variables, product features, and their interactions to examine patterns of brand competition. Two forms of the model are presented and least squares estimation procedures suggested. Implications of the models' parameters for analyzing the structure of markets and patterns of brand competition are discussed. The models are illustrated with an application using scanner panel data.

Analytical Models of Competition with Implications for Marketing: Issues, Findings, and Outlook, JEHOSHUA ELIASHBERG and RABIKAR CHATTERJEE, August 1985, 237.

The authors review a representative cross-section of analytical models of competition using a framework for competitive analysis developed from a marketing perspective. Models are classified by the substantive issues they address and by the underlying modeling strategy. The implications of the various models are presented and discussed, and a set of empirically testable propositions is given. Some substantive areas that have been neglected by analytical modelers are identified. Other issues that warrant research attention by marketing behavioral scientists and econometricians are suggested as opportunities for future research.

Competition, Strategy, and Price Dynamics: A Theoretical and Empirical Investigation, RAM C. RAO and FRANK M. BASS, August 1985, 283.

The authors explore how competition affects dynamic pricing of new products. Dynamics of diffusion, saturation, and cost reduction due to experience are all considered, with emphasis on the last. The competition among firms is modeled as a dynamic Nash equilibrium in which each firm chooses its optimal dynamic strategy, correctly anticipating its rivals' strategies. The dynamics of price and market share are characterized for an n-firm oligopoly. Empirical examination of price paths across eight products in the semiconductor components industry shows them to be consistent with analytical results.

Effects of Context and Part-Category Cues on Recall of Competing Brands, JOSEPH W. ALBA and AMITAVA CHATTOPADHYAY, August 1985, 340.

In three experiments, the effects of presenting a subset of competing brands on the recall of the remaining brands was studied. The first two experiments showed that using a subset of the brands as cues may either enhance or inhibit recall of the remaining brands, depending on the knowledge level of the consumer. The third experiment showed that presentation of even two brands can inhibit recall of entire categories of competing brands. An explanation of the results and a discussion of their implications are presented.

Introduction to Special Issue on Competition in Marketing, BARTON A. WEITZ, August 1985, 229.

Sources of Market Pioneer Advantages in Consumer Goods Industries, WILLIAM T. ROBINSON and CLAES FORNELL, August 1985, 305.

In a broad cross section of consumer goods businesses, market pioneers generally have substantially higher market shares than late entrants. In fact, the empirical association between order of entry and market share is almost as strong as the association between market share and return on investment. The authors examine theoretical sources behind this relationship. The empirical results suggest that the higher pioneer shares are derived from firm-based superiority as well as from consumer information advantages. Nine hypotheses are developed and tested empirically. The results also indicate that order of market entry is a major determinant of market share.

Using a Variety-Seeking Model to Identify Substitute and Complementary Relationships Among Competing Products, JAMES M. LATTIN and LEIGH McALISTER, August 1985, 330.

Current techniques using brand-switching data to infer competitive relationships among products are based on the assumption that those brands most frequently switched between are the closest substitutes. For product classes in which variety seeking is an important determinant of consumer behavior, this assumption is probably violated. A technique is proposed which accounts for the fact that consumers may switch between brands not because the brands are substitutes, but because the brands complement one another to meet the consumers' desire for variety. The approach utilizes constrained nonlinear optimization to determine model coefficients that describe substitution and complementarity among brands. The proposed technique is illustrated with individual consumption histories for a frequently purchased packaged good and is shown to extend the range of insights provided by current brand-switching techniques.

Using Game Theory to Model Competition, K. SRIDHAR MOORTHY, August 1985, 262.

The article is an exposition of the basic concepts of noncooperative game theory, and their application to advertising, product, and price competition.

COMPUTER ABSTRACTS

CHOISIM: A First-Choice Simulator for Conjoint Scaled Data, DAVID R. LAMBERT, KAMLESH MATHUR, and N. MOHAN REDDY, May 1985, 219.

CONJOINT: Conjoint Statistical Analysis, SCOTT M. SMITH, May 1985, 221.

DACSIG: A FORTRAN Program for Performing Significance Tests in Discriminant Analysis Classifications, R. DARCY, J. L. POTTORF, and MARK DANIELS, November 1983, 443.

DROI: A Computer Program for Detecting Remote Points, Outliers, and Influential Observations, JEN-HUNG HUANG, November 1983, 444.

EXORB: A Program System to Examine the Order of Individual Brand Choice Processes, ALFRED TAUDES and UDO WAGNER, May 1985, 218.

4MODE1 and 4MODE2: FORTRAN IV Programs to Estimate the Four-Mode Component Model, ERICH JOACHIMSTHALER and JOHN LASTOVICKA, May 1985, 222.

GENFRIED: A Program for Analysis of Unbalanced Block Data, CINDI G. SOROSKY and GARY M. MULLET, November 1983, 444.

IASTRA: Structural Analysis of Information Acquisition Processes in Multiattribute Brand Choice, THOMAS HOFACKER and RALF R. PIESOLD, November 1983, 445.

IBANCOVA: A Bayesian ANCOVA Program, ROGER CALANTONE and CORNELIA DRÖGE, November 1983, 446.

IDSORT: An Individual Differences Multidimensional Scaling Program for Sorting Data, YOSHIO TAKANE, November 1983, 447.

INTEREG: Interactive Regression Analysis with Followup Statistics, SCOTT M. SMITH, November 1982, 599.

ITREC: An Iterative Reclassification Program that Refines Agglomerative Hierarchical Cluster Solutions, Carries Out a Sophisticated "g" Group Cluster Solution, and/or Presents Statistics that Allow Inferences About Cluster Solutions, WILLIAM R. DARDEN, EARL BOATWRIGHT, and RON HAMPTON, November 1982, 600.

LINMAP (Version IV): A FORTRAN IV Computer Program for Analyzing Ordinal Preference (Dominance) Judgments and for Conjoint and Tradeoff Analyses, V. SRINIVASAN and ALLAN D. SHOCKER, November 1982, 601.

LOGIST: An Iterative Computer Program for Estimating the Parameters of the Logistic Curve, ROOBINA O. TASHCHIAN and ARMEN TASHCHIAN, November 1982, 602.

MAP3D: A Program to Find and Rank Distances from Origin of Perpendiculars from Points to Vectors in 2- and 3-Dimensional Point-Vector Perceptual Maps, DIANA E. DAWLEY and GARY M. MULLET, May 1985, 218.

MULTICON: A Program for Doing Conjoint Analysis Via User-Selected Algorithm, ROGER GATES, November 1982, 604.

MULTIVREG: An SAS Program to Test the Multivariate General Linear Hypothesis, LINDA WEISER FRIEDMAN and HERSHEY H. FRIEDMAN, May 1985, 217.

NPPACK: A Nonparametric Computer Package, ARMEN TASHCHIAN and ROOBINA O. TASHCHIAN, November 1982, 605.

ORTHOG: A Program for Orthogonal Least Squares Transformation of Factor Matrices to Congruence or to Target Solution, RAJ ARORA, November 1982, 605.

PROPOPP: A Program Package for Optimal Positioning of a New Product in an Attribute Space. SÖNKE ALBERS, November 1982, 606.

RELCON: A Program for the Estimation of Internal Consistency of Composites with Congeneric Measurement Properties, ERICH A. JOACHIMSTHALER, LANE CURTIS, and RONALD E. MICHAELS, May 1985, 216.

RESTSIM: A Simulation Program for Modeling Restaurant Operation, GEORGE M. ZINKHAN and JAMES R. TAYLOR, November 1982, 609.

SPAD: A System of FORTRAN Programs for Correspondence Analysis, L. LEBART and A. MORINEAU, November 1982, 608.

DECISION MAKING

Managerial Judgment in Marketing: The Concept of Expertise, JEAN-CLAUDE LARRÉCHÉ and REZA MOINPOUR, May 1983, 110.

Judgment-based estimations often are used in marketing decision making and as inputs to decision calculus models. An evaluation of different approaches to integrating individual judgments is performed in the context of a marketing situation where the "true" values being estimated are known. Experts identified by a simple external measure of expertise are found likely to provide better estimates, followed by groups participating in a Delphi process. Experts identified by self-rated confidence and interpersonal group consensus are not found likely to provide better estimates than the average of the initial judgments of the members of a group.

DEMOGRAPHIC ANALYSIS

Analyzing Changing Consumption Patterns with Cohort Analysis, JOSEPH O. RENTZ, FRED D. REYNOLDS, and ROY G. STOUT, February 1983, 12.

Cohort analysis is used to analyze the effects of aging and cohort succession on consumption of a product class. Cohort analysis is explained and a consumption study is reported. Strong cohort differences are found and age differences are opposite in direction from those found by traditional methods of analysis.

ECONOMETRIC MODELS

A Comparative Review of Econometrics Books, ARUN K. JAIN, February 1982, 156.

A Comparison of Market Share Models and Estimation Procedures, AVIJIT GHOSH, SCOTT NESLIN, and ROBERT W. SHOEMAKER, May 1984, 202.

The authors compare market share models differing in terms of functional form, estimation procedure, and level of parameterization. They evaluate the models by testing the accuracy of predicted shares as well as the validity of the estimated parameters. The tests indicate that valid parameter estimates and similar forecasts are obtained with linear, multiplicative, and attraction models. Better share forecasts generally are obtained from models with brand-specific parameterization and OLS estimation. Most of these conclusions are contrary to previous findings. Several implications for researchers are discussed.

A Field Investigation of Causal Relations Among Cognitions, Affect, Intentions, and Behavior, RICHARD P. BAGOZZI, November 1982, 562.

See "Buyer Behavior"

A Monté Carlo Simulation Study of Two Approaches for Aggregating Conjoint Data, JAMES B. WILEY and JAMES T. LOW, November 1983, 405.

See "Regression and Other Statistical Techniques"

A Reply to Weinberg and Weiss, DARRAL G. CLARKE, November 1982, 592.

See "Advertising and Media Research"

A Simple Bayesian Procedure for Estimation in a Conjoint Model, PHILIPPE CATTIN, ALAN E. GELFAND, and JEFFREY DANES, February 1983, 29.

See "Regression and Other Statistical Techniques"

ADPULS: An Advertising Model with Wearout and Pulsation, HERMANN SIMON, August 1982, 352.

See "Advertising and Media Research"

An Examination of the Convergent, Discriminant, and Predictive Validity of Fishbein's Behavioral Intention Model, ROBERT E. BURNKRANT and THOMAS J. PAGE, JR., November 1982, 550.

In this research, multiple measures are obtained for variables said to constitute the normative and attitudinal components of Fishbein's behavioral intention model. The convergent, discriminant, and predictive validity of the model is assessed by use of structural equation models with latent variables. This approach has several advantages over past approaches in which single measures and regression or path analysis have been used to assess the model's validity. In general the results support a model in which a single attitude construct and a single normative construct are antecedents of intention.

An Investigation into the Determinants of Customer Satisfaction, GILBERT A. CHURCHILL, JR., and CAROL SURPRENANT, November 1982, 491.

See "Buyer Behavior"

Attraction Versus Linear and Multiplicative Market Share Models: An Empirical Evaluation, RODERICK BRODIE and CORNELIS A. de KLUYVER, May 1984, 194.

Linear and multiplicative market share models are compared with the attraction specification on the basis of both predictive and descriptive measures. The data used represent 15 brands in three different markets. The results show that linear and multiplicative models with brand-specific parameters estimated by OLS or GLS may perform as well as or better than the attraction specification. The failure of parameter restrictions and *ex-post* normalization to improve prediction power is explained in terms of the heterogeneity in the estimated parameters. This finding is consistent across brands and models and suggests that the hypothesis of equal response parameters across brands should be tested formally before such restrictions are imposed. The combined results suggest that the attraction model may have considerable intuitive appeal, but that its superiority for descriptive and predictive purposes is not yet established.

Attrition Bias in Econometric Models Estimated with Panel Data, RUSSELL S. WINER, May 1983, 177.

See "Sampling and Survey Methods"

Causal Analysis and Latent Class Models: An Application to a Communication Hierarchy of Effects Model, THOMAS J. MADDEN and WILLIAM R. DILLION, November 1982, 472.

The authors illustrate the use of latent structure analysis to test, in a confirmatory sense, causal hypotheses in an experimental design setting. Two latent factors conceptualized as *arousal* and *yielding* are hypothesized to explain the linkages in a communication hierarchy of effects model. A stagewise analysis is proposed which can help in the analysis of multiway tables characterized by cell sparseness. In addition, the analysis addresses the case of polytomous latent factors and polytomous manifest variables.

Confirmatory Factor Analysis via Noniterative Estimation: A Fast, Inexpensive Method, PETER M. BENTLER, November 1982, 417.

See "Regression and Other Statistical Techniques"

Context-Induced Parameter Instability in a Disaggregate-Stochastic Model of Store Choice, ROBERT J. MEYER and THOMAS C. EAGLE, February 1982, 63.

See "Brand Choice"

Design and Analysis of Simulated Consumer Choice or Allocation Experiments: An Approach Based on Aggregate Data, JORDAN J. LOUVIERE and GEORGE WOODWORTH, November 1983, 350.

The authors integrate concepts in conjoint analysis and discrete choice theory in econometrics to develop a new approach to the design and analysis of controlled consumer choice or resource allocation experiments. The article is concerned with estimating the parameters of conjoint-type functions from discrete choice or allocation data. Emphasis is placed upon the multinomial logit model and aggregate choice or allocation data to illustrate the concepts in a series of empirical examples ranging from simple to complex. The authors present limited external validity evidence to support the approach and make comparisons with traditional conjoint approaches.

Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons, STEPHEN J. ARNOLD, TAE H. OUM, and DOUGLAS J. TIGERT, May 1983, 149.

See "Retailing and Wholesaling"

Distribution-Free Methods of Approximating Nonlinear Marketing Relationships, ROLAND T. RUST and ELIZABETH O. BORNMAN, August 1982, 372.

See "Regression and Other Statistical Techniques"

Estimating Micro Relationships from Macro Data: A Comparative Study of Two Approximations of the Brand Loyal Model Under Temporal Aggregation, FRANK M. BASS and ROBERT P. LEONE, August 1986, 291–297.

The data interval bias issue in econometric studies of the relationship between advertising and sales first was discussed in *JMR* by Clarke in 1976. Within the last few years, several studies reported in the marketing literature have investigated the modeling of sales-advertising relationships with temporally aggregated data. Weiss, Weinberg, and Windal developed an aggregate form of the brand loyal model for data aggregated over time and compared their estimates of micro-level parameters with those derived from an alternative approximation developed by Bass and Leone. The authors use simulated data and empirical data to compare the performance of the two approximation approaches.

Estimating Parameters of the Autocorrelated Current Effects Model from Temporally Aggregated Data, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, November 1986, 379–386.

The authors briefly review the literature associated with the autocorrelated current effects model and present a simple procedure that recovers its parameters from time-aggregated data when the level of aggregation is known. The procedure is based partly on the estimation of a first-order autocorrelation coefficient. The procedure is illustrated and its properties are compared with those of a GLS procedure by means of a Monté Carlo experiment. In many of the tested cases, there is good recovery of the microparameters with aggregated data.

Estimation and Testing of a Dynamic Sales Response Model with Data Aggregated Over Time: Some Results for the Autoregressive Current Effects Model, WILFRIED R. VANHONACKER, November 1984, 445.

Using data aggregated over time, the author investigates the issues surrounding the estimation and testing of a sales response function where the dynamic response elements are confined to the random component of the model. This specification of a response function is elegant and helps circumvent some problems associated with models containing lagged sales terms. The estimation of such a model is theoretically straightforward. The study shows, however, that despite theoretical superiority, some estimators provide bad empirical values for dynamic response parameters; furthermore, the fact that the estimated parameter efficiency often is biased compromises the power of parameter significance tests. The author details the conditions under which the econometric results of such a model are interpretable and powerful, as well as the instances in which they should be evaluated carefully.

Estimation of Error Rates in Several-Population Discriminant Analysis, STEPHEN C. HORA and JAMES B. WILCOX, February 1982, 57.

See "Regression and Other Statistical Techniques"

Evaluating the Statistical Significance of Models Developed by Stepwise Regression, SHELBY H. McINTYRE, DAVID B. MONTGOMERY, V. SRINIVASAN, and BARTON A. WEITZ, February 1983, 1.

See "Regression and Other Statistical Techniques"

Explaining Control Losses in Corporate Marketing Channels: An Organization Analysis, LYNN W. PHILLIPS, November 1982, 525.

See "Channels of Distribution"

Exploiting Rank Ordered Choice Set Data Within the Stochastic Utility Model, RANDALL G. CHAPMAN and RICHARD STAELIN, August 1982, 288.

The authors report on a procedure for exploiting the information content of rank ordered choice sets to estimate efficiently the parameters of the multinomial logit model formulation of the stochastic utility model of choice behavior. The availability of rank ordered choice set data leads to an "explosion" or decomposition procedure for exploiting such extra information. The "explosion" process involves the decomposition of a ranked choice set into a series of unranked and statistically independent choice sets. In relation to explosion strategies, several heuristics and an analytical procedure for determining the "optimal" explosion depth are discussed in detail. The results of a Monté Carlo study of the small sample properties of the conditional logit estimation procedure (the maximum likelihood estimation procedure used to develop parameter estimates of the multinomial logit model formulation of the stochastic utility model) are reported and interpreted. A college choice empirical application illustrates the procedures developed.

Forecasting with Diagonal Multiple Time Series Models: An Extension of Univariate Models, SHUSHILA UMASHANKAR and JOHANNES LEDOLTER, February 1983, 58.

See "Forecasting"

Interpreting LISREL Estimates of Explained Variance in Nonrecursive Structural Equation Models, JESSE E. TEEL, JR., WILLIAM O. BEARDEN, and SUBHASH SHARMA, May 1986, 164–168.

See "Regression and Other Statistical Techniques"

Intervention Analysis of a Field Experiment to Assess the Buildup Effect of Advertising, LAKSHMAN KRISHNAMURTHI, JACK NARAYAN, and S. P. RAJ, November 1986, 337–345.

See "Advertising and Media Research"

Measurement Issues in Time-Series Research: Reliability and Validity Assessment in Modeling the Macroeconomic Effects of Advertising, NICHOLAS M. DIDOW, JR. and GEORGE R. FRANKE, February 1984, 12.

See "Measurement"

Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson, CLAES FORNELL and DAVID F. LARCKER, February 1984, 113.

See "Regression and Other Statistical Techniques"

Modeling Advertising-Sales Relationships Involving Feedback: A Time Series Analysis of Six Cereal Brands, DAVID A. AAKER, JAMES M. CARMAN, and ROBERT JACOBSON, February 1982, 116.
See "Advertising and Media Research"

Modeling Sales-Advertising Relationships: An Integrated Time Series-Econometric Approach, ROBERT P. LEONE, August 1983, 291.
See "Advertising and Media Research"

More on the Prediction of Mail Survey Response Rates, A. PARASURAMAN, May 1982, 261.
See "Sampling and Survey Methods"

Multicollinearity in Structural Equation Models with Unobservable Variables, HARSHARANJEET S. JAGPAL, November 1982, 431.
The author develops a new ridge estimator for the treatment of multicollinearity in structural equation models with unobservable variables. The method is illustrated by a simple model of advertising in the multiproduct firm. For the nonlinear interaction model, ordinary partial least squares (PLS) estimation leads to highly unstable results and meaningless estimates of advertising effectiveness. In contrast, the ridge PLS estimates are remarkably stable under perturbation and lead to managerially useful results.

On Simulation Methods for Investigating Structural Modeling, FRANKLIN ACITO and RONALD D. ANDERSON, February 1984, 107.
See "Regression and Other Statistical Techniques"

On the Econometric Measurement of the Duration of Advertising Effect on Sales, CHARLES B. WEINBERG and DOYLE L. WEISS, November 1982, 585.
See "Advertising and Media Research"

On the Predictive Power of Market Share Attraction Models, PETER S. H. LEEFLANG and JAN C. REUYL, May 1984, 211.
The authors test Naert and Weverbergh's empirical finding that attraction-type specifications are characterized by a predictive power greater than that of their nonrobust counterparts. The empirical results, obtained by use of data on the German cigarette market, do not support the conclusions of Naert and Weverbergh.

Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities, DAVID J. REIBSTEIN and HUBERT GATIGNON, August 1984, 259.
See "Pricing Research"

Parameter Estimation in Marketing Models in the Presence of Influential Response Data: Robust Regression and Applications, VIJAY MAHAJAN, SUBHASH SHARMA, and YORAM WIND, August 1984, 268.
See "Regression and Other Statistical Techniques"

Percentiles of LINMAP Conjoint Indices of Fit for Various Orthogonal Arrays: A Simulation Study, GARY M. MULLET and MARVIN J. KARSON, August 1986, 286–290.
See "Regression and Other Statistical Techniques"

Pooling Logit Models, HUBERT GATIGNON and DAVID J. REIBSTEIN, August 1986, 281–285.
See "Regression and Other Statistical Techniques"

Predictive Testing and Consumer Choice Models Not Subject to Independence of Irrelevant Alternatives, IMRAN S. CURRIM, May 1982, 208.
See "Brand Choice"

Recent Developments in Structural Equation Modeling, KARL G. JÖRESKOG and DAG SÖRBOM, November 1982, 404.
The authors describe new developments in structural equation modeling as incorporated in LISREL V. The procedures are illustrated on data from three previous studies.

Recovering Micro Parameters from Aggregate Data for the Koyck and Brand Loyal Models, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, August 1986, 298–304.
The authors investigate the measurement of the sales-advertising relationship with temporally aggregated data. Previous work has produced encouraging results for recovering micro-level parameters of the brand loyal model from data aggregated over time, but the Koyck model has not been studied in this context. The authors develop methods for recovering micro parameters of the Koyck model and extend the results for the brand loyal model. The results are supported by simulation experiments examining both asymptotic and small-sample properties.

Sample Size Effects on Chi Square and Other Statistics Used in Evaluating Causal Models, WILLIAM O. BEARDEN, SUBHASH SHARMA, and JESSE E. TEEL, November 1982, 425.
See "Regression and Other Statistical Techniques"

Scoring Frequency Data for Discriminant Analysis: Perhaps Discrete Procedures Can Be Avoided, WILLIAM R. DILLION and STUART WESTIN, February 1982, 44.
See "Regression and Other Statistical Techniques"

Some Common Pitfalls in Causal Analysis of Categorical Data, JAY MAGIDSON, November 1982, 461.
Examples of some common pitfalls in the analysis of categorical data are discussed in the context of causal interpretation of the results. Though no statistical technique can replace theory, the author shows that log-linear modeling and chi square automatic interaction detection can provide researchers with powerful tools for gaining valuable causal insights into their data. Examples include the biasing effects of omitted variables, omitted interactions, improper contrast coding, and misspecification of the structure of an hypothesized interaction.

Some Methods for Respecifying Measurement Models to Obtain Unidimensional Construct Measurement, JAMES C. ANDERSON and DAVID W. GERBING, November 1982, 453.
See "Measurement"

Testing Alternative Econometric Models on the Existence of Advertising Threshold Effect, ALBERT C. BEMMAOR, August 1984, 298.
See "Advertising and Media Research"

The Dirichlet Multinomial Distribution as a Magazine Exposure Model, JOHN D. LECKENBY and SHIZUE KISHI, February 1984, 100.
See "Advertising and Media Research"

The Effects of Serial Correlation and Data Aggregation on Advertising Measurement, DOYLE L. WEISS, CHARLES B. WEINBERG, and PIERRE M. WINDAL, August 1983, 268.
Many annual data series for the sales of branded consumer goods exhibit marked autocorrelation which provides significant fits with lagged-variable advertising sales response models. Concern continues to be expressed that the source of such autocorrelation is not advertising efforts but spurious effects from temporal data aggregation, and some researchers have criticized advertising studies using annual data as being misleading. The authors investigate the source of autocorrelation in annual series and show that temporal data aggregation is unlikely to be the primary cause of upwardly

biased estimates of the coefficient (λ) of the lagged dependent variable. Sampling and specification error are more likely causes. The authors develop the aggregate form of the brand loyal model for data aggregated over time and derive a formula to calculate the amount of autocorrelation that is induced by aggregation. They present a new estimation approach which takes into account the impact of aggregation on estimates of coefficients and the error terms of such models. They compare the effects of specification error on the estimate of λ for two well-known approximations to the aggregate function as well as for the approximation developed here.

The Mixed-Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules, ROLAND T. RUST and ROBERT P. LEONE, February 1984, 89.
See "Advertising and Media Research"

The Reliability and Validity of Key Informant Data from Dyadic Relationships in Marketing Channels, GEORGE JOHN and TORGER REVE, November 1982, 517.
See "Channels of Distribution"

The Use of Linear Logit Models in Marketing Research, NARESH K. MALHOTRA, February 1984, 20.
See "Regression and Other Statistical Techniques"

Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, CLAES FORNELL and FRED L. BOOKSTEIN, November 1982, 440.

In marketing applications of structural equation models with unobservable variables, researchers have relied almost exclusively on LISREL for parameter estimation. Apparently they have been little concerned about the frequent inability of marketing data to meet the requirements for maximum likelihood estimation or the common occurrence of improper solutions in LISREL modeling. The authors demonstrate that partial least squares (PLS) can be used to overcome these two problems. PLS is somewhat less well-grounded than LISREL in traditional statistical and psychometric theory. The authors show, however, that under certain model specifications the two methods produce the same results. In more general cases, the methods provide results which diverge in certain systematic ways. These differences are analyzed and explained in terms of the underlying objectives of each method.

Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement, RAJ ARORA, November 1982, 505.

Despite the importance of the concept of involvement, it remains misunderstood. No attempt has been made to establish the reliability and validity of the concept. To resolve apparently conflicting research findings, Houston and Rothschild posit a paradigm which classifies involvement as situational, enduring, and response. The author assesses the reliability and validity of this tripartite classification of involvement by using a multitrait-multimethod matrix approach and a linear structural relations analysis approach. Subsequently, the S-O-R formulation and causality are also tested.

EDITORIALS

Introduction to Special Issue on Causal Models, RICHARD P. BAGOZZI, Special Issue Editor, November 1982, 403.

JMR Editorial Policies and Philosophy, GILBERT A. CHURCHILL, JR., Editor, and WILLIAM D. PERREAULT, JR., Editor Designate, August 1982, 283.

The *JMR* Book Review Section, GERALD ALBAUM, February 1986, 83.

EXPERIMENT DESIGN

A Non-Experimental Investigation of Demand Artifacts in a Personal Selling Experiment, JEEN-SU LIM and JOHN O. SUMMERS, August 1984, 251.
See "Salesforce Research"

A Test of Reducing Callbacks and Not-At-Home Bias in Personal Interviews by Weighting At-Home Respondents, JAMES C. WARD, BERTRAM RUSSICK, and WILLIAM RUDELIUS, February 1985, 66.
See "Interviewing Methods"

An Assessment of the Mall Intercept as a Data Collection Method, ALAN J. BUSH and JOSEPH F. HAIR, JR., May 1985, 158.
See "Sampling and Survey Methods"

Case Research in Marketing: Opportunities, Problems, and a Process, THOMAS V. BONOMA, May 1985, 199.

The author discusses methods used in other social sciences and in marketing in terms of two key criteria defining "good research." It is argued that the simultaneous research desiderata of data integrity and high currency or generalizability often place conflicting operational demands on researchers. Thus, tradeoffs must be made in employing any method to investigate a research problem. As a consequence of these inevitable tradeoffs, a broader rather than narrower method set becomes appropriate for marketing investigations. Case research is explored as one useful alternative research method for marketers. The nature of case research in contrast to case teaching or prescientific case culling is discussed, the appropriateness of case-based versus more conventional deductive methods is considered by researcher objective and type of problem investigated, and a four-stage case research process is described. General guidelines and caveats for the conduct of marketing case research are given. The author concludes that case research may be viewed as a metaphor for the general utility of the varied inductive research methods in expanding our perspectives on marketing research problems.

Efficient Screening Methods for the Sampling of Geographically Clustered Special Populations, SEYMOUR SUDMAN, February 1985, 20.
See "Sampling and Survey Methods"

Improving Measure Quality by Alternating Least Squares Optimal Scaling, NICHOLAS M. DIDOW, JR., KEVIN LANE KELLER, HIRAM C. BARKSDALE, JR., and GEORGE R. FRANKE, February 1985, 30.
See "Scaling Methods"

Iterative Partitioning Methods: The Use of Mapping Theory as a Clustering Technique, TERENCE A. OLIVA and ERIC REIDENBACH, February 1985, 81.
See "Regression and Other Statistical Techniques"

Research Design Effects on the Reliability of Rating Scales: A Meta-Analysis, GILBERT A. CHURCHILL, JR. and J. PAUL PETER, November 1984, 360.
See "Measurement"

Structural Information Factors Which Stimulate the Use of Nutrition Information: A Field Experiment, THOMAS E. MULLER, May 1985, 143.
See "Buyer Behavior"

FORECASTING

A Comparison of Market Share Models and Estimation Procedures, AVIJIT GHOSH, SCOTT NESLIN, and ROBERT W. SHOEMAKER, May 1984, 202.
See "Econometric Models"

Attitudinal Predictions of Choices of Major Appliance Brands, GEORGE S. DAY and TERRY DEUTSCHER, May 1982, 192.
See "Brand Choice"

Attraction Versus Linear and Multiplicative Market Share Models: An Empirical Evaluation, RODERICK BRODIE and CORNELIS A. de KLUYVER, May 1984, 194.
See "Econometric Models"

Design Features of Forecasting Systems Involving Management Judgments, MARK M. MORIARTY, November 1985, 353.
A set of forecasting system design features is proposed to detect, measure, and reduce bias in forecasts and to determine the need for retention of forecasting methods used by an organization. The system is flexible enough to be incorporated into a variety of forecasting environments as part of a marketing control system. Use is made of several statistics that measure forms of forecasting bias including lack of time-series pattern recognition and over-optimism (over-pessimism). The system also uses a criterion for retention of a forecasting method that is based on composite forecasting model procedures. An empirical application illustrates the advantages of the proposed design features in correcting management judgment forecast methods which are prone to bias and in assessing the need for retention of forecasting methods.

Forecasting the Impact of Socioeconomic and Demographic Change on Product Demand, JOHN M. McCANN and DAVID J. REIBSTEIN, November 1985, 415.
The U.S. population is expected to undergo significant shifts in its demographic and socioeconomic makeup. The authors present a series of methods for estimating the impact of these shifts on product demand. In addition, two new methods for pooling time-series and cross-sectional data are presented. One method combines disaggregate cross-sectional data with aggregate time-series data and the second method involves a differential scheme for pooling cross sections for each variable in the model.

Forecasting with Diagonal Multiple Time Series Models: An Extension of Univariate Models, SHUSHILA UMASHANKAR and JOHANNES LEDOLTER, February 1983, 58.
The authors discuss a special case of multiple time series models in which the autoregressive and moving average parameter matrices are diagonal. These models, called MTS-D, are appropriate if the random shocks which drive the series are only contemporaneously correlated. The flexibility and usefulness of this approach are illustrated in the context of a competitive market situation with five sales series, where individual components follow different univariate time series models. Theoretical as well as empirical justifications for expecting more precise parameter estimates are given. Forecasts from the model compare favorably with those from the univariate models.

Improving the Predictive Power of Conjoint Analysis: The Use of Factor Analysis and Cluster Analysis, MICHAEL R. HAGERTY, May 1985, 168.
A method is derived to improve the predictive accuracy of conjoint analysis by grouping respondents with similar preferences. The often-used model of cluster analysis is shown to be inadequate because real respondents do not form densely packed clusters in preference space. The author then derives the best method of weighting respondents in the sense of maximizing predictive accuracy in conjoint analysis. This method turns out to be a form of Q-type factor analysis . This "optimal weighting" method is shown to perform better than cluster analysis and individual-level analysis in Monté Carlo examples and in real data. Optimal weighting is contrasted with other methods for improving conjoint analysis, and recommendations on their use are made.

International Comparison of Growth in Demand for a New Durable Consumer Product, BERTIL C. LINDBERG, August 1982, 364.
See "New Product Research"

Management Judgment Forecasts, Composite Forecasting Models, and Conditional Efficiency, MARK M. MORIARTY and ARTHUR J. ADAMS, August 1984, 239.
In an empirical study of sales forecasts, management judgment forecasts are compared with systematic forecasts (based on the Box-Jenkins ARIMA method). A composite sales forecasting model is developed which incorporates information from these different sources. In most cases forecast improvement apparently can be realized by combining multiple forecast inputs into a composite model. The concept of conditional efficiency then is introduced to evaluate the strength of an individual forecast input to the composite forecast. Upon finding the management judgment forecasts to be conditionally efficient on the basis of the composite model standard, the authors examine the management judgment forecasting task and environment in terms of the conditions which facilitate accurate management judgment predictions.

Managerial Judgment in Marketing: The Concept of Expertise, JEAN-CLAUDE LARRÉCHÉ and REZA MOINPOUR, May 1983, 110.
See "Decision Making"

Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach, FRED S. ZUFRYDEN, May 1986, 177–183.
See "Buyer Behavior"

On the Predictive Power of Market Share Attraction Models, PETER S. H. LEEFLANG and JAN C. REUYL, May 1984, 211.
See "Econometric Models"

Predicting Choice Shares Under Conditions of Brand Interdependence, WAGNER A. KAMAKURA and RAJENDRA K. SRIVASTAVA, November 1984, 420.
See "Brand Choice"

Predictive Testing of Consumer Choice Models Not Subject to Independence of Irrelevant Alternatives, IMRAN S. CURRIM, May 1982, 208.
See "Brand Choice"

Pre-Test-Market Models: Validation and Managerial Implications, GLEN L. URBAN and GERALD M. KATZ, August 1983, 221.
See "New Product Research"

Situational Factors Affecting Forecast Accuracy, STEVEN P. SCHNAARS, August 1984, 290.
Forecasts generated by five popular extrapolations are compared with each other and with a random-walk model over nearly 1500 situations. Relative to the random walk, forecasting with extrapolations is most successful on nondurable goods and series that historically have exhibited stable patterns. The amount of data available for forecasting and the product class/product form typology are not found to be important factors in the selection of an extrapolation model.

INDUSTRIAL MARKETING

An Analysis of Alternative Causal Models of Salesperson Role Perceptions and Work-Related Attitudes, LOUIS W. FRY, CHARLES M. FUTRELL, A. PARASURAMAN, and MARGARET A. CHMIELEWSKI, May 1986, 153–163.
See "Salesforce Research"

An Empirical Investigation of the Information Sources Used During the Industrial Buying Process, ROWLAND T. MORIARTY, JR. and ROBERT E. SPEKMAN, May 1984, 137.
It is important for industrial marketers to gain a high degree of synergy among the various elements of their promotional mix. To that end, the authors investigate the sources of information sought by decision participants during the industrial buying process. They also examine those factors that help determine why certain information sources are used during the procurement decision-making process. The results suggest that industrial marketers should consider seriously the use of communications vehicles to supplement the traditional reliance on the industrial salesperson.

An Exploratory Investigation of the Structure of the Buying Center in the Metalworking Industry, GARL L. LILIEN and M. ANTHONY WONG, February 1984, 1.
See "Organizational Buying Behavior"

Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context, JEHOSHUA ELIASHBERG, STEPHEN A. LaTOUR, ARVIND RANGASWAMY, and LOUIS W. STERN, May 1986, 101–110.
See "Channels of Distribution"

Interrelations Among a Channel Entity's Power Sources: Impact of the Exercise of Reward and Coercion on Expert, Referent, and Legitimate Power Sources, JOHN F. GASKI, February 1986, 62–77.
See "Channels of Distribution"

Measuring Influence in Organizational Purchase Decisions, ALVIN J. SILK and MANOHAR U. KALWANI, May 1982, 165.
See "Measurement"

Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, SCOTT A. NESLIN and LEONARD GREENHALGH, November 1983, 368.
The authors report an experimental investigation of the ability of Nash's theory of cooperative games to predict the outcomes of buyer-seller negotiations, using the purchase of media time as an example. Previous theoretical work has identified conflict, power, and influence as central elements of buyer-seller negotiations. Nash's theory provides a framework for understanding conflict resolution. A role-playing experiment tests Nash's theory, while controlling for the potential effects of situational power and negotiator influence. Results support Nash's theory.

Personal and Organizational Variables: Their Relative Effect on Reward Valences of Industrial Salespeople, THOMAS N. INGRAM and DANNY N. BELLENGER, May 1983, 198.
See "Salesforce Research"

Seller and Buying Firm Factors Affecting Industrial Buyers' Negotiation Behavior and Outcomes, STEPHEN W. CLOPTON, February 1984, 39.
See "Organizational Buyer Behavior"

Supervisory Behavior, Role Stress, and the Job Satisfaction of Industrial Salespeople, R. KENNETH TEAS, February 1983, 84.
See "Salesforce Research"

The Differential Effects of Exercised and Unexercised Power Sources in a Marketing Channel, JOHN F. GASKI and JOHN R. NEVIN, May 1985, 130.
See "Channels of Distribution"

INFORMATION PROCESSING

Agendas and Consumer Choice, JOHN R. HAUSER, August 1986, 199–212.
See "Buyer Behavior"

Attitude-Behavior Consistency in Children's Responses to Television Advertising, DEBORAH L. ROEDDER, BRIAN STERNTHAL, and BOBBY J. CALDER, November 1983, 337.
See "Attitude Theory Research"

Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising, ROBERT E. SMITH and WILLIAM E. SWINYARD, August 1983, 157.
See "Attitude Theory Research"

Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation, C. WHAN PARK and S. MARK YOUNG, February 1986, 11–24.
See "Advertising and Media Research"

Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?, MERYL PAULA GARDNER, May 1985, 192.
See "Advertising and Media Research"

Effects of Consumer Expectations on Information Processing in Selling Encounters, MITA SUJAN, JAMES R. BETTMAN, and HARISH SUJAN, November 1986, 346–353.
The study findings suggest that prior expectations about salespeople affect how consumers process information in a selling situation. When the salesperson is seen as typical, product evaluations are unaffected by the quality of the product arguments cited. Thought listing and recall data provide additional support for the notion that analytical processing of information occurs only when the salesperson is discrepant from expectations.

Effects of Context and Part-Category Cues on Recall of Competing Brands, JOSEPH W. ALBA and AMITAVA CHATTOPADHYAY, August 1985, 340.
See "Competition in Marketing"

External Search: The Role of Consumer Beliefs, CALVIN P. DUNCAN and RICHARD W. OLSHAVSKY, February 1982, 32.
See "Buyer Behavior"

Factors Affecting the Use of Market Research Information: A Path Analysis, ROHIT DESHPANDE and GERALD ZALTMAN, February 1982, 14.
See "Marketing Management"

Information Availability as a Determinant of Multiple Request Effectiveness, ALICE M. TYBOUT, BRIAN STERNTHAL, and BOBBY J. CALDER, August 1983, 280.
Foot-in-the-door and door-in-the-face are multiple request techniques frequently used to increase behavioral compliance. However, results from experimental research indicate that these techniques may enhance, undermine, or have no effect on compliance. In the authors' research, the notion of information availability is introduced to help specify when multiple request techniques are likely to be effective. Four experiments are reported that test and support the information availability predictions.

Patterns of Interpersonal Information Seeking for the Purchase of a Symbolic Product, DAVID F. MIDGLEY, February 1983, 74.
See "Buyer Behavior"

Recognition as a Measure of Learning from Television Commercials, SURENDRA N. SINGH and MICHAEL L. ROTHSCHILD, August 1983, 235.
See "Advertising and Media Research"

Salience Effects in Brand Recall, JOSEPH W. ALBA and AMITAVA CHATTOPADHYAY, November 1986, 363–369.
The effects of brand salience on brand recall were investigated in five experiments, each involving a different product category. The authors demonstrate that increasing the salience of a single brand can significantly impair unaided recall of competing brands. The effect was observable even in the early stages of the recall process.

Structural Information Factors Which Stimulate the Use of Nutrition Information: A Field Experiment, THOMAS E. MULLER, May 1985, 143.
See "Buyer Behavior"

Testing the Exact Order of an Individual's Choice Process in an Information-Theoretic Framework, WILFRIED R. VANHONACKER, November 1985, 377.
See "Regression and Other Statistical Techniques"

Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective, JOHN G. LYNCH, JR., February 1985, 1.
See "Scaling Methods"

Utilizing Effort and Task Difficulty Information in Evaluating Salespeople, JOHN C. MOWEN, JANET E. KEITH, STEPHEN W. BROWN, and DONALD W. JACKSON, JR., May 1985, 185.
See "Salesforce Research"

Viewer Recall of Television Commercials: Prediction from the Propositional Structure of Commercial Scripts, ESTHER THORSON and RITA SNYDER, May 1984, 127.
See "Advertising and Media Research"

INTERNATIONAL MARKETING

Alternative Questionnaire Formats for Country Image Studies, EUGENE D. JAFFE and ISRAEL D. NEBENZAHL, November 1984, 463.
See "Sampling and Survey Methods"

Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective, JOHNY K. JOHANSSON, SUSAN P. DOUGLAS, and IKUJIRO NONAKA, November 1985, 388.
A new methodological approach for examining the impact of country of origin on product evaluations is proposed. It takes the form of a multiattribute attitudinal model analyzed by means of a system of simultaneous equations. This approach makes possible examination of the impact of other attributes as well as country of origin on evaluations, and takes into consideration the effect of familiarity and knowledge about the product class. Differences between respondents of two different national origins are also investigated because previous research indicates differences in country stereotyping by nationality.

International Comparison of Growth in Demand for a New Durable Consumer Product, BERTIL C. LINDBERG, August 1982, 364.
See "New Product Research"

INTERVIEWING METHODS

A Quantitative Review of Research Design Effects on Response Rates to Questionnaires, JULIE YU and HARRIS COOPER, February 1983, 36.
See "Sampling and Survey Methods"

A Test of Reducing Callbacks and Not-At-Home Bias in Personal Interviews by Weighting At-Home Respondents, JAMES C. WARD, BERTRAM RUSSICK, and WILLIAM RUDELIUS, February 1985, 66.
Many commercial survey research organizations weight answers from at-home respondents to reduce callbacks and compensate for not-at-home bias. After identifying conditions necessary for a weighting technique to work, the authors compare weighted and unweighted results from a single call on two criteria: unweighted results from three calls and 1980 census data. Though weighting gives more accurate results than not weighting the one-call responses in eight comparisons, it distorts the data in four comparisons. Any benefits are offset by the increased variance of the estimates due to weighting. Overall, the results raise questions about the effectiveness of the technique for commercial research.

An Assessment of the Mall Intercept as a Data Collection Method, ALAN J. BUSH and JOSEPH F. HAIR, JR., May 1985, 158.
See "Sampling and Survey Methods"

An Experimental Test of the Effects of a Monetary Incentive on Cooperation Rates and Data Collection Costs in Central-Location Interviewing, FREDERICK WISEMAN, MARIANNE SCHAFER, and RICHARD SCHAFER, November 1983, 439.
The authors describe an experimental study designed to determine the effects of a monetary incentive on (1) a potential respondent's decision to participate in a central-location interview, (2) that person's expressed willingness to participate in a future survey, and (3) the cost of data collection.

Comment on a Standard Definition of Response Rates, FREDERICK WISEMAN and MARYANN BILLINGTON, August 1984, 336.
See "Sampling and Survey Methods"

Exploring Complex Decision Making Units: A New Approach, ROWLAND T. MORIARTY and JOHN E. G. BATESON, May 1982, 182.
Though the concept of a multiperson decision making unit (DMU) has been widely accepted in principle, very few empirical studies have surveyed all members of the DMU. In those few studies which have surveyed multiple decision participants, data were collected via "snowball" personal interviews. As snowball personal interviews are an extremely expensive method of collecting data, large-scale DMU research has been financially impractical for most empirical studies. A study of 319 DMUs was designed to assess the feasibility of snowballing by telephone and to ascertain the impact of exhaustive versus single-stage snowballing on the nature of the resultant DMU.

Improving Random Respondent Selection in Telephone Surveys, DIANE O'ROURKE and JOHNNY BLAIR, November 1983, 428.
See "Sampling and Survey Methods"

Promised Incentives in Media Research: A Look at Data Quality, Sample Representativeness, and Response Rate, EDWARD G. GOETZ, TOM R. TYLER, and FAY LOMAX COOK, May 1984, 148.
The authors examine the effects of using promised incentives to increase respondent compliance in media research. The impact of promised incentives on data quality, sample representativeness, and

response rate is studied. The use of promised incentives is found to increase response rates without lessening sample representativeness or response quality. In fact, the data suggest that incentives heighten response quality because they increase the attention respondents devote to the task for which they are being paid.

The Threats to Marketing Research; An Empirical Reappraisal, STEPHEN W. McDANIEL, PERRY VERILLE, and CHARLES S. MADDEN, February 1985, 74.
See "Research Ethics"

The Use of Focus Groups for Idea Generation: The Effects of Group Size, Acquaintanceship, and Moderator on Response Quantity and Quality, EDWARD F. FERN, February 1982, 1.

Assumptions about focus group interviewing were tested. Individual interviews generated more ideas than focus groups, eight-member groups generated significantly more ideas than four-member groups, no differences were found between focus groups and unmoderated discussion groups, and the effect of acquaintanceship was not clearly determined.

The Validity of Computer-Controlled Magnitude Scaling to Measure Emotional Impact of Stimuli, BRUNO NEIBECKER, August 1984, 325.
See "Measurement"

LOCATION ANALYSIS

An Approach to Determining Optimal Locations for New Services, AVIJIT GHOSH and C. SAMUEL CRAIG, November 1986, 354–362.

Designing a network of service centers involves a tradeoff between the revenue likely to be generated by providing a high level of service and the cost of operating the service network. The authors develop a procedure for determining the location and design strategies for new services using a modified maximal covering location-allocation model. The network optimization procedure relies on direct assessment of consumer sensitivity to distance and non-distance factors through conjoint analysis and simultaneously determines the network size, location of outlets, price, and operating characteristics.

MANAGEMENT OF MARKET RESEARCH

A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use, ROHIT DESHPANDE and GERALD ZALTMAN, February 1984, 32.

Although much study has examined how and why consumers use information in making product choices, little work has been done on the use of market research information in product/service policy decisions. The authors report on the producer side of the market research dyad (market researchers' perceptions of the use of research) to complement an earlier ***JMR*** article on the manager side of the dyad. Findings indicate that although both managers and researchers are very satisfied with the end product, they differ widely on the factors they believe to be most important in making research useful.

Case Research in Marketing: Opportunities, Problems, and a Process, THOMAS V. BONOMA, May 1985, 199.
See "Experiment Design"

Effects of Organizational Structure of Marketing Planning on Credibility and Utilization of Plan Output, GEORGE JOHN and JOHN MARTIN, May 1984, 170.
See "Strategy and Planning"

Ethical Problems of Marketing Researchers, SHELBY D. HUNT, LAWRENCE B. CHONKO, and JAMES B. WILCOX, August 1984, 309.
See "Research Ethics"

The Threats to Marketing Research: An Empirical Reappraisal, STEPHEN W. McDANIEL, PERRY VERILLE, and CHARLES S. MADDEN, February 1985, 74.
See "Research Ethics"

MARKETING INFORMATION SYSTEMS

A Comparison of Factors Affecting Researcher and Manager Perceptions of Market Research Use, ROHIT DESHPANDE and GERALD ZALTMAN, February 1984, 32.
See "Management of Market Research"

MARKETING MANAGEMENT

Factors Affecting the Use of Market Research Information: A Path Analysis, ROHIT DESHPANDE and GERALD ZALTMAN, February 1982, 14.

The authors evaluate several factors affecting the attention given to or "use" of specific market research information by marketing managers. They apply path analysis to test a model of research use involving 11 variables. Factors found to be especially important are organizational structure, technical quality, surprise, actionability, and research-manager interaction. The topic and findings of the study relate to a central activity of the marketing profession—the application of knowledge—and to the use of an important product—market research. Both the knowledge system of marketing and the behavior of managers as consumers of research products have been relatively neglected.

Managerial Judgment in Marketing: The Concept of Expertise, JEAN CLAUDE LARRÉCHÉ and REZA MOINPOUR, May 1983, 110.
See "Decision Making"

MEASUREMENT

A Comparison of Market Share Models and Estimation Procedures, AVIJIT GHOSH, SCOTT NESLIN, and ROBERT W. SHOEMAKER, May 1984, 202.
See "Econometric Models"

A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships, VIJAY MAHAJAN, PAUL E. GREEN, and STEPHEN M. GOLDBERG, August 1982, 334.
See "Pricing Research"

A Further Assessment of Measurement Influences on the Intention-Behavior Relationship, PAUL W. MINIARD, CARL OBERMILLER, and THOMAS J. PAGE, JR., May, 1983, 206.
See "Attitude Theory Research"

A Measurement Model to Assess Measure-Specific Factors in Multiple-Informant Research, JAMES C. ANDERSON, February 1985, 86.

In research employing multiple informants to assess the construct validity of properties of marketing organizations, both convergent and discriminant validity of the constructs may be overstated if measure-specific factors are not taken into account. The author presents a second-order confirmatory measurement model which explicitly models the organizational constructs of interest and measure-specific factors, as well as informant bias factors and random measurement errors. A comparative illustration is given and some implications for research on marketing organizations are discussed.

A Non-Experimental Investigation of Demand Artifacts in a Personal

Selling Experiment, JEEN-SU LIM and JOHN O. SUMMERS, August 1984, 251.
See "Salesforce Research"

A Procedure for Measuring and Estimating Consumer Preferences Under Uncertainty, IMRAN S. CURRIM and RAKESH K. SARIN, August 1983, 249.
The authors describe a procedure for the measurement and estimation of consumer preferences under uncertainty. Measurement aspects of vonNeumann-Morgenstern utility theory are used in conjunction with ordinary least squares estimation to assess attribute importances and consumer utility functions at the individual level. The relative efficacy of these statistically estimated functions and their algebraically derived counterparts which have appeared in the marketing literature are discussed and empirically compared. The authors also illustrate how the measurements can be used to estimate a coefficient of relative risk aversion to segment consumers on the basis of their risk attitudes toward the product category.

A Psychometric Assessment of a Measure of Sales Representatives' Power Perceptions, JAMES M. COMER, May 1984, 221.
Using Busch's single-item power scales as a point of reference, the author examines the quality of Holzbach's multi-item attributed power index. The Holzbach scale is found to represent an improvement in the measurement of power base utilization in sales manager-sales representative relationships.

A Test of Two Consumer Response Scales in Advertising, GEORGE M. ZINKHAN and CLAES FORNELL, November 1985, 447.
In the past, advertising researchers have built up, in an exploratory fashion, multi-item profiles for measuring consumer response to advertising. Two of the most commonly used profiles, Wells' reaction profile and Leavitt's commercial profile, were developed this way. However, very little is known about the reliability, validity, or predictive powers of the underlying structures postulated by these two profiles. The authors examine the hypothesized factor structure of the profiles, as well as their predictive validity with respect to attitude and purchase intention. The reaction profile is found to be consistent with its postulated structure whereas the commercial profile is not. The two profiles predict attitude toward the brand equally well, but the reaction profile is superior with respect to purchase intention.

An Empirical Comparison of the Predictive Validity of Self-Explicated, Huber-Hybrid, Traditional Conjoint, and Hybrid Conjoint Models, ISHMAEL AKAAH and PRADEEP K. KORGAONKAR, May 1983, 187.
The authors compare the predictive validity of different types of self-explicated, Huber-hybrid, traditional conjoint, and hybrid conjoint models. The results indicate that traditional and hybrid conjoint models outperform the self-explicated and Huber-hybrid models but are comparable in predictive validity terms. A sharp drop in validity measures from calibration to validation predictions is observed for all the models except those of the self-explicated category.

An Examination of the Convergent, Discriminant, and Predictive Validity of Fishbein's Behavioral Intention Model, ROBERT E. BURNKRANT and THOMAS J. PAGE, JR., November 1982, 550.
See "Econometric Models"

Analyzing Marketing Research Data with Association Models, LAWRENCE F. FEICK, November 1984, 376.
See "Regression and Other Statistical Techniques"

Applying the Jackknife Statistic in Testing and Interpreting Canonical Weights, Loadings, and Cross-Loadings, ALBERT R. WILDT, ZARREL V. LAMBERT, and RICHARD M. DURAND, February 1982, 99.
See "Regression and Other Statistical Techniques"

Assessment of the Psychometric Properties of an Opinion Leadership Scale, TERRY L. CHILDERS, May 1986, 184–188.
Continued interest in diffusion theory and product innovation research necessitates the sound measurement of such constructs as opinion leadership. The author assesses the psychometric properties of the King and Summers self-designing scale of opinion leadership and proposes a modified scale of opinion leadership. The revised scale is found to have higher internal consistency reliability and better nomological and known-groups validity.

Attraction Versus Linear and Multiplicative Market Share Models: An Empirical Evaluation, RODERICK BRODIE and CORNELIS A. de KLUYVER, May 1984, 194.
See "Econometric Models"

Checking the Success of Manipulations in Marketing Experiments, BARBARA C. PERDUE and JOHN O. SUMMERS, November 1986, 317–326.
The authors discuss several issues in the timing, construction, and analysis of manipulation and confounding checks in marketing experiments. A review of 34 experiments involving latent independent variables reported in the *Journal of Marketing Research* over the past decade suggests that most researchers are familiar with the concept of manipulation checks but few systematically evaluate potential sources of confounding in experimental manipulations. Three alternative approaches for assessing the construct validity of experimental manipulations also are discussed.

Cluster Analysis in Marketing Research: Review and Suggestions for Application, GIRISH PUNJ and DAVID W. STEWART, May 1983, 134.
See "Segmentation Research"

Context-Induced Parameter Instability in a Disaggregate-Stochastic Model of Store Choice, ROBERT J. MEYER and THOMAS C. EAGLE, February 1982, 62.
See "Brand Choice"

Correspondence Analysis: Graphical Representation of Categorical Data in Marketing Research, DONNA L. HOFFMAN and GEORGE R. FRANKE, August 1986, 213–227.
See "Scaling Methods"

Effects of Competitive Context and of Additional Information on Price Sensitivity, JOEL HUBER, MORRIS B. HOLBROOK, and BARBARA KAHN, August 1986, 250–260.
See "Pricing Research"

Estimating Micro Relationships from Macro Data: A Comparative Study of Two Approximations of the Brand Loyal Model Under Temporal Aggregation, FRANK M. BASS and ROBERT P. LEONE, August 1986, 291–297.
See "Econometric Models"

Estimating Parameters of the Autocorrelated Current Effects Model from Temporally Aggregated Data, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, November 1986, 379–386.
See "Econometric Models"

Estimation and Testing of a Dynamic Sales Response Model with Data Aggregated Over Time: Some Results for the Autoregressive Current Effects Model, WILFRIED R. VANHONACKER, November 1984, 445.

See "Econometric Models"

Estimation of Error Rates in Several-Population Discriminant Analysis, STEPHEN C. HORA and JAMES B. WILCOX, February 1982, 57.
See "Regression and Other Statistical Techniques"

Hybrid Models for Conjoint Analysis: An Expository Review, PAUL E. GREEN, May 1984, 155.
See "Brand Choice"

Improving Measure Quality by Alternating Least Squares Optimal Scaling, NICHOLAS M. DIDOW, JR., KEVIN LANE KELLER, HIRAM C. BARKSDALE, JR., and GEORGE R. FRANKE, February 1985, 30.
See "Scaling Methods"

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, V. Srinivasan, Arun K. Jain, and Naresh K. Malhotra, November 1983, 433.
The prediction of first choice preferences by the full-profile method of conjoint analysis can be improved significantly by imposing constraints on parameters based on *a priori* knowledge of the ordering of part worths for different levels of an attribute. Constrained estimation, however, has little effect on the predictive validity of the tradeoff method because the preference judgments within rows (or columns) of tradeoff tables have largely the same role as the constraints.

Interpoint Distance Comparisons in Correspondence Analysis. J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, August 1986, 271–280.
See "Scaling Methods"

Market Share Specification, Estimation, and Validation: Toward Reconciling Seemingly Divergent Views, PHILIPPE A. NAERT and MARCEL WEVERBERGH, November 1985, 453.
In the May 1984 issue of *JMR* three articles describe replications and extensions of work reported by Naert and Weverbergh in the May 1981 issue of *JMR*. They address various problems of market share specification, estimation, and especially validation. A rough comparison of the research findings seems to indicate that no general conclusions can be drawn. However, several of the differences in findings can be explained. Providing these explanations is the main purpose of this article.

Measurement Issues in Time-Series Research: Reliability and Validity Assessment in Modeling the Macroeconomic Effects of Advertising, NICHOLAS M. DIDOW, JR. and GEORGE R. FRANKE, February 1984, 12.
Most time-series research fails to consider measurement issues that are addressed regularly in cross-sectional research designs. However, to measure specified constructs in time-series research, scales may be developed whose reliability and validity may be assessed as rigorously as in cross-sectional research. The authors describe and illustrate a procedure for developing time-series measures using Box-Jenkins ARIMA modeling techniques in an investigation of the effects of national advertising on consumption.

Measuring Consumer Involvement Profiles, GILLES LAURENT and JEAN-NOËL KAPFERER, February 1985, 41.
See "Buyer Behavior"

Measuring Customer Orientation of Salespeople: A Replication with Industrial Buyers, RONALD E. MICHAELS and RALPH L. DAY, November 1985, 443.
A national sample of purchasing professionals was used to replicate the SOCO scale with buyers assessing the customer orientation of salespeople who call on them. The results are almost identical to those obtained when salespeople assessed their own degree of customer orientation, except that buyers' mean ratings are substantially lower than salespersons' mean ratings.

Measuring Influence in Organizational Purchase Decisions, ALVIN J. SILK and MANOHAR U. KALWANI, May 1982, 165.
The authors report findings bearing on the reliability of measures used in industrial marketing research surveys to identify the structure of buying groups. Results obtained in a pilot study of the purchase of lithographic plates by small printing firms reveal a lack of consensus about purchase influence between pairs of informants from the same organizations. Further, the ratings appear to differentiate among roles but not stages in the decision process.

Misapplication of Simulations in Structural Equation Models: Reply to Acito and Anderson, CLAES FORNELL and DAVID F. LARCKER, February 1984, 113.
See "Regression and Other Statistical Techniques"

On Simulation Methods for Investigating Structural Modeling, FRANKLIN ACITO and RONALD D. ANDERSON, February 1984, 107.
See "Regression and Other Statistical Techniques"

On the Measurement of Interfirm Power in Channels of Distribution, GARY L. FRAZIER, May 1983, 158.
See "Channels of Distribution"

On the Predictive Power of Market Share Attraction Models, PETER S. H. LEEFLANG and JAN C. REUYL, May 1984, 211.
See "Econometric Models"

On the Validation of Lifestyle Traits: A Review and Illustration, JOHN L. LASTOVICKA, February 1982, 126.
See "Buyer Behavior"

Percentiles of LINMAP Conjoint Indices of Fit for Various Orthogonal Arrays: A Simulation Study, GARY M. MULLET and MARVIN J. KARSON, August 1986, 286–290.
See "Regression and Other Statistical Techniques"

Pooling Logit Models, HUBERT GATIGNON and DAVID J. REIBSTEIN, August 1986, 281–285.
See "Regression and Other Statistical Techniques"

Position Bias in Multiple-Choice Questions, NIELS J. BLUNCH, May 1984, 216.
See "Attitude Theory Research"

Predicting Choice Shares Under Conditions of Brand Interdependence, WAGNER A. KAMAKURA and RAJENDRA K. SRIVASTAVA, November 1984, 420.
See "Brand Choice"

Pre-Test-Market Models: Validation and Managerial Implications, GLEN L. URBAN and GERALD M. KATZ, August 1983, 221.
See "New Product Research"

Recent Developments in Structural Equation Modeling, KARL G. JÖRESKOG and DAG SÖRBOM, November 1982, 404.
See "Econometric Models"

Recognition as a Measure of Learning from Television Commercials, SURENDRA N. SINGH and MICHAEL L. ROTHSCHILD, August 1983, 235.
See "Advertising and Media Research"

Recovering Micro Parameters from Aggregate Data for the Koyck and Brand Loyal Models, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, August 1986, 298–304.
See "Econometric Models"

Relationships Among Research Design Choices and Psychometric Properties of Rating Scales: A Meta-Analysis, J. PAUL PETER and GILBERT A. CHURCHILL, JR., February 1986, 1–10.
See "Research Design"

Reliability and Validity of Alternative Measures of Channel Member Satisfaction, ROBERT W. RUEKERT and GILBERT A. CHURCHILL, JR., May 1984, 226.
See "Channels of Distribution"

Reliability and Validity of Conjoint Analysis and Self-Explicated Weights: A Comparison, THOMAS W. LEIGH, DAVID B. MacKAY, and JOHN O. SUMMERS, November 1984, 456.
See "Scaling Methods"

Reliability of Conjoint Analysis: Contrasting Data Collection Procedures, MADHAV N. SEGAL, February 1982, 139.
Variations in measures of reliability of alternative conjoint data collection procedures are examined empirically. The two most commonly used methods, multiple-factor evaluation (MFE) and two-factor evaluation (TFE), are comparatively evaluated. The results show that the reliability measures for both procedures are good with an overall preference for the MFE procedure.

Research Design Effects on the Reliability of Rating Scales: A Meta-Analysis, GILBERT A. CHURCHILL, JR. and J. PAUL PETER, November 1984, 360.
This meta-analysis investigates the effects of research design on the reliability of rating scale measures used in marketing research. Three sets of independent variables—sampling characteristics, measure characteristics, and measure development processes—are investigated. The overall results suggest that measure characteristics have a major influence on obtained reliability estimates and that sampling characteristics and measure development processes have little impact. These results support measurement theory. The implications for measure development are discussed.

Scoring Frequency Data for Discriminant Analysis: Perhaps Discrete Procedures Can Be Avoided, WILLIAM R. DILLON and STUART WESTIN, February 1982, 44.
See "Regression and Other Statistical Techniques"

Some Methods for Respecifying Measurement Models to Obtain Unidimensional Construct Measurement, JAMES C. ANDERSON and DAVID W. GERBING, November 1982, 453.
Lack of unidimensionality in structural equation models most often represents misspecification. The authors review the necessary conditions for unidimensional measurement of constructs. Two methods which assist the researcher in measurement model respecification, multiple-groups analysis and similarity coefficients, are presented and an example illustrating the use of these methods is given.

Structural Reliability and Stability of Nonmetric Conjoint Analysis, NARESH K. MALHOTRA, May 1982, 199.
See "Regression and Other Statistical Techniques"

Temporal Variety in Consumer Behavior, EDGAR PESSEMIER and MOSHE HANDELSMAN, November 1984, 435.
See "Buyer Behavior"

The Accuracy of Telephone Call Data Collected by Diary Methods, JOHN McKENZIE, November 1983, 417.
See "Sampling and Survey Methods"

The Effects of Serial Correlation and Data Aggregation on Advertising Measurement, DOYLE L. WEISS, CHARLES B. WEINBERG, and PIERRE M. WINDAL, August 1983, 268.
See "Econometric Models"

The Impact of Inferential Beliefs on Product Evaluations, JOEL HUBER and JOHN McCANN, August 1982, 324.
See "Attitude Theory Research"

The Lead Effect of Marketing Decisions, PETER DOYLE and JOHN SAUNDERS, February 1985, 54.
See "Advertising and Media Research"

The Measurement of Consumption: A Comparison of Surveys and Diaries, JOHN L. STANTON and LOUIS A. TUCCI, May 1982, 274.
See "Sampling and Survey Methods"

The Misuse of Repeated Measures Analysis in Marketing Research, STEPHEN A. LaTOUR and PAUL W. MINIARD, February 1983, 45.
See "Regression and Other Statistical Techniques"

The Reliability and Validity of Key Informant Data from Dyadic Relationships in Marketing Channels, GEORGE JOHN and TORGER REVE, November 1982, 517.
See "Channels of Distribution"

The Validity of Computer-Controlled Magnitude Scaling to Measure Emotional Impact of Stimuli, BRUNO NEIBECKER, August, 325.
A computer-controlled facility is tested which operationalizes magnitude scaling (psychophysics) directly over a CRT screen. The author reports experimental findings comparing magnitude scaling with rating scales as attitude measures of advertisements and erotic pictures. Also, validity and reliability are examined by means of the structural equation approach. On the basis of the level of reliability and the degree of convergent/discriminant validity, magnitude scaling appears to be a valid and reliable alternative to rating scales.

Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, CLAES FORNELL and FRED L. BOOKSTEIN, November 1982, 440.
See "Econometric Models"

Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective, JOHN G. LYNCH, JR., February 1985, 1.
See "Scaling Methods"

Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures, MORRIS B. HOLBROOK and WILLIAM L. MOORE, February 1982, 87.
See "Regression and Other Statistical Techniques"

Validation of an S-O-R Model for Situation, Enduring, and Response Components of Involvement, RAJ ARORA, November 1982, 505.
See "Econometric Models"

MEASUREMENT ABSTRACTS

Extensions of King and Summers' Opinion Leadership Scale: A Reliability Study, UGUR YAVAS and GLEN RIECKEN, February 1982, 154.

Industrial Salesforce Job Satisfaction, RUTH A. SMITH, February 1982, 152.

Internal Consistency Reliability of King and Summers' Opinion Leadership Scale: Further Evidence, GLEN RIECKEN and UGUR YAVAS, August 1983, 325.

NEW PRODUCT RESEARCH

A Model of Marketing Mix, Brand Switching, and Competition, GREGORY S. CARPENTER and DONALD R. LEHMANN, August 1985, 318.

See "Competition in Marketing"

A Simple Bayesian Procedure for Estimation in a Conjoint Model, PHILIPPE CATTIN, ALAN E. GELFAND, and JEFFREY DANES, February 1983, 29.

See "Regression and Other Statistical Techniques"

Analysis of Purchase Intent Scales Weighted by Probability of Actual Purchase, GARY M. MULLET and MARVIN J. KARSON, February 1985, 93.

The authors show how to incorporate actual purchase behavior data (usually from diaries) into the calculation of standard errors for making inferences about the proportion of purchasers from self-reported purchase intent. The case considered is for a single sample and two products, where interest is in the difference between the two groups in probability of purchase.

Analytical Models of Competition with Implications for Marketing: Issues, Findings, and Outlook, JEHOSHUA ELIASHBERG and RABIKAR CHATTERJEE, August 1985, 237.

See "Competition in Marketing"

Combining Tests of Significance in Test Marketing Research Experiments, SOLOMON DUTKA, February 1984, 118.

One of the most frequently used experimental designs in test marketing research is for evaluating the effects of changes in marketing strategy or choosing between alternative strategies. Generally, several test markets are set up to reflect different marketing environments within which to test the new product or program. The author discusses a way to take advantage of all of the statistical information available from such test market experiments.

Effects of Television Commercial Repetition, Receiver Knowledge, and Commercial Length: A Test of the Two-Factor Model, ARNO J. RETHANS, JOHN L. SWASY, and LAWRENCE J. MARKS, February 1986, 50–61.

See "Advertising and Media Research"

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, V. SRINIVASAN, ARUN K. JAIN, and NARESH K. MALHOTRA, November 1983, 433.

See "Measurement"

International Comparison of Growth in Demand for a New Durable Consumer Product, BERTIL C. LINDBERG, August 1982, 364.

The author introduces relative demand, defined as the proportion of a country's personal consumption expenditure spent on a good, and describes relative demand as a function of the level of saturation of the good. He compares parameters of these functions among countries and discusses their use in predicting demand.

Overcoming a No-Reputation Liability Through Documentation and Advertising Regulation, PRISCILLA A. LaBARBERA, May 1982, 223.

The author investigates the effectiveness of selected credibility enhancement devices in increasing the intent to purchase a brand which has a unique attribute, but is advertised by a firm with no reputation in the specific product category. The credibility enhancers tested are documentation of advertising claims, advertising self-regulation, and government regulation. Findings of the study demonstrate that implementation of these credibility enhancers can be valuable in bolstering a firm's influence and overcoming a no-reputation liability.

Pre-Test-Market Models: Validation and Managerial Implications, GLEN L. URBAN and GERALD M. KATZ, August 1983, 221.

The predictive accuracy of a widely used pre-test-market model (ASSESSOR) is analyzed. The standard deviation between pre-test-market and test-market shares is 1.99 share points before adjustments for achieved awareness, distribution, and sampling and 1.12 share points after adjustment. Sixty-three percent of those products tested passed the pre-test screen and 66% of these were subsequently successful in test market. A Bayesian decision analysis model is formulated and a "typical" case shows a positive value of information. Although some conditions are identified under which a test market may be bypassed, in the authors' opinion both pre-test and test-market procedures should be used in all but exceptional situations.

Sources of Market Pioneer Advantages in Consumer Goods Industries, WILLIAM T. ROBINSON and CLAES FORNELL, August 1985, 305.

See "Competition in Marketing"

The Use of Extrinsic Cues to Facilitate Product Adoption, WILLIAM O. BEARDEN and TERENCE A. SHIMP, May 1982, 229.

Two field experiments were conducted to explore the effects of varying levels of product warranty, manufacturer reputation, and price on consumers' risk perceptions and affective responses to new product concepts. Data were collected from a consumer panel in a new product concept test format for a tire product and for a computerized exercise device. Results from structural equation analyses reveal the important role of warranties and other extrinsic cues in reducing consumers' risk perceptions and enhancing their affective responses to innovative product concepts.

ORGANIZATIONAL BUYER BEHAVIOR

An Empirical Investigation of the Information Sources Used During the Industrial Buying Process, ROWLAND T. MORIARTY, JR. and ROBERT E. SPEKMAN, May 1984, 137.

See "Industrial Marketing"

An Exploratory Investigation of the Structure of the Buying Center in the Metalworking Industry, GARY L. LILIEN and M. ANTHONY WONG, February 1984, 1.

The results of an exploratory study of patterns of purchase influence in the metalworking industry are reported. The data set used was a representative sample of 2151 purchase influencers in the metalworking industry. Respondents reported their involvement or noninvolvement in each of seven phases of the purchasing decision process. The authors show the presence of identifiable patterns of reported involvement in the organizational buying process and suggest an approach for analyzing those patterns.

Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context, JEHOSHUA ELIASHBERG, STEPHEN A. LaTOUR, ARVIND RANGASWAMY, and LOUIS W. STERN, May 1986, 101–110.

See "Channels of Distribution"

Dealer Perceptions of Manufacturer Power and Influence Strategies in a Developing Country, SUDHIR H. KALE, November 1986, 387–393.

See "Channels of Distribution"

Effects of Group Cohesiveness on Attitude Polarization and the Acquisition of Knowledge in a Strategic Planning Context, JOHN C. WHITNEY and RUTH A. SMITH, May 1983, 167.
See "Attitude Theory Research"

Interrelations Among a Channel Entity's Power Sources: Impact of the Exercise of Reward and Coercion on Expert, Referent, and Legitimate Power Sources, JOHN F. GASKI, February 1986, 62–77.
See "Channels of Distribution"

Measuring Influence in Organizational Purchase Decisions, ALVIN J. SILK and MANOHAR U. KALWANI, May 1982, 165.
See "Measurement"

Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, SCOTT A NESLIN and LEONARD GREENHALGH, November 1983, 368.
See "Industrial Marketing"

Perceptions of Interfirm Power and Its Use Within a Franchise Channel of Distribution, GARY L. FRAZIER and JOHN O. SUMMERS, May 1986, 169–176.
See "Channels of Distribution"

Power and Goal Setting in Channel Negotiations, LEIGH McALISTER, MAX H. BAZERMAN, and PETER FADER, August 1986, 228–236.
See "Channels of Distribution"

Seller and Buying Firm Factors Affecting Industrial Buyers' Negotiation Behavior and Outcomes, STEPHEN W. CLOPTON, February 1984, 39.
The author posits and tests the effects of seller concession behavior, seller information, and buying firm monitoring of the buyer on the negotiation behavior and outcomes of industrial buyers. Practicing industrial buyers participated in an interactive negotiation experiment designed to test the hypothesized effects. The results indicate that the factors interact to affect the buyers' negotiation behavior and outcomes. The savings buyers obtain in negotiations are significantly affected by the behavior of the seller and the information the seller provides to the buyer. Buyers' negotiating behavior is influenced by the interaction of seller information and buying firm monitoring of buyer negotiating activity.

The Differential Effects of Exercised and Unexercised Power Sources in a Marketing Channel, JOHN F. GASKI and JOHN R. NEVIN, May 1985, 130.
See "Channels of Distribution"

PRICING RESEARCH

A Conjoint Model for Measuring Self- and Cross-Price/Demand Relationships, VIJAY MAHAJAN, PAUL E. GREEN, and STEPHEN M. GOLDBERG, August 1982, 334.
The authors describe an approach to measuring self- and cross-price/demand relationships via conjoint analysis. The modeling "trick" is to characterize each brand as a separate price-related factor in which respondents are asked to indicate their subjective likelihood of buying a set of *J* brands, each priced at some experimental level. A first-order Markovian model is postulated to represent price-induced brand switching. The price-demand model is then fitted (by generalized least squares) to share of choices, estimated after *T* time periods. The model is illustrated empirically in the context of a consumer nondurable good.

Analytical Models of Competition with Implications for Marketing: Issues, Findings, and Outlook, JEHOSHUA ELIASHBERG and RABIKAR CHATTERJEE, August 1985, 237.
See "Competition in Marketing"

Assessing the Impact of Short-Term Supermarket Strategy Variables, J. B. WILKINSON, J. BARRY MASON, and CHRISTIE H. PAKSOY, February 1982, 72.
See "Retailing and Wholesaling"

Comment on "Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study," ROBERT W. SHOEMAKER, February 1986, 78–82.
A 1979 study by Simon made several important contributions to the analysis of price elasticity over the brand life cycle. However, the author suggests that the elasticity estimator used in that study is not sufficiently flexible under certain conditions and may lead to incorrect tests of the Mickwitz hypothesis on price elasticity.

Competition as a Moderator of the Effect of Advertising on Sales, HUBERT GATIGNON, November 1984, 387.
See "Advertising and Media Research"

Competition, Strategy, and Price Dynamics: A Theoretical and Empirical Investigation, RAM C. RAO and FRANK M. BASS, August 1985, 283.
See "Competition in Marketing"

Do Higher Prices Signal Higher Quality?, EITAN GERSTNER, May 1985, 209.
See "Brand Choice"

Effects of Competitive Context and of Additional Information on Price Sensitivity, JOEL HUBER, MORRIS B. HOLBROOK, and BARBARA KAHN, August 1986, 250–260.
Previous marketing research on the effects of price has tended to ignore the role of such moderating variables as competitive context and the availability of additional information. The authors presented subjects with forced-choice decisions in several product categories. Using a multinomial logit formulation to measure price sensitivity, they find relatively lower price sensitivity (1) when a brand is placed at the upper price-quality boundary of a choice set rather than in the middle, (2) when only brand names are provided as opposed to only quality ratings, and (3) when quality information is added to available brand-name information. They discuss the theoretical and managerial implications of these findings.

Notes on Aggregation Criteria in Market Segmentation, WILLIAM BLOZAN and PAUL PRABHAKER, August 1984, 332.
See "Segmentation Research"

Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities, DAVID J. REIBSTEIN and HUBERT GATIGNON, August 1984, 259.
The authors focus on the determination of optimal prices for products in a product line. Most firms offer more than a single brand, and ultimately are concerned with the overall results of the entire line. The most common approach for addressing this concern has been to model the sales response function and optimize the profit function separately by brand. A model is presented which solves for the optimal product line prices simultaneously. The method requires a model which includes cross-elasticity terms and an estimation method which allows for correlated disturbances (seemingly unrelated regression). This approach is compared with results from a model not including the cross-elasticity terms, and an estimation without correlated disturbances. Inferences for optimal prices from the proposed model indicate different results and potential errors in using the more naïve models. The authors provide a method for

managers to use in evaluating the importance of critical parameters in their product line pricing decisions.

Testing Alternative Econometric Models on the Existence of Advertising Threshold Effect, ALBERT C. BEMMAOR, August 1984, 298.

See "Advertising and Media Research"

The Effect of Advertising on Consumer Price Sensitivity, LAKSHMAN KRISHNAMURTHI and S. P. RAJ, May 1985, 119.

See "Advertising and Media Research"

The Impact of Inferential Beliefs on Product Evaluations, JOEL HUBER and JOHN McCANN, August 1982, 324.

See "Attitude Theory Research"

The Use of Extrinsic Cues to Facilitate Product Adoption, WILLIAM O. BEARDEN and TERENCE A. SHIMP, May 1982, 229.

See "New Product Research"

REGRESSION AND OTHER STATISTICAL TECHNIQUES

A Comparison of Market Share Models and Estimation Procedures, AVIJIT GHOSH, SCOTT NESLIN, and ROBERT W. SHOEMAKER, May 1984, 202.

See "Econometric Models"

A Measurement Model to Assess Measure-Specific Factors in Multiple-Informant Research, JAMES C. ANDERSON, February 1985, 86.

See "Measurement"

A Monté Carlo Simulation Study of Two Approaches for Aggregating Conjoint Data, JAMES B. WILEY and JAMES T. LOW, November 1983, 405.

The "simulation approach," or fraction of first choice aggregation method, is widely used for aggregating conjoint data. The authors compare preference-share estimates generated by the simulation approach with those generated by a logistic model, using identical data. The share estimates obtained by the two methods generally are equivalent, especially for conditions of greatest interest to marketers, i.e., when the objective is to estimate the share captured by the most preferred of several differentiated concepts. However, the logistic model provides more efficient estimates than does the simulation approach, and also proves to be robust to violations of its theoretical underlying distribution.

A Note on Accounting for Sources of Variation in Perceptual Maps, WILLIAM R. DILLON, DONALD G. FREDERICK, and VANCHAI TANGPANICHDEE, August 1982, 302.

See "Segmentation Research"

A Note on the Reliabilty of Certain Clustering Algorithms, G. RAY FUNKHOUSER, February 1983, 99.

See "Segmentation Research"

A Simple Bayesian Procedure for Estimation in a Conjoint Model, PHILIPPE CATTIN, ALAN E. GELFAND, and JEFFREY DANES, February 1983, 29.

The authors propose a simple Bayesian approach which combines self-explicated data with conjoint data for estimating individual-level conjoint models. Analytical results show that, with typical conjoint data, improvement may be expected over the estimation and prediction results obtained with ordinary least squares (OLS). The expected improvement in prediction is confirmed by pilot empirical results.

A Simulation Study of Factor Score Indeterminacy, FRANK ACITO and RONALD D. ANDERSON, May 1986, 111–118.

Though factor analysis continues to be one of the most frequently used multivariate techniques, its value has been questioned because of the indeterminacy of factor scores. The authors review the literature on factor score indeterminacy and discuss the implications of indeterminacy for research practice. A simulation experiment is used to investigate the effects of characteristics of the factor analytic data set on the accuracy of factor score estimation. Indeterminacy is found to depend critically on the level of communality and to be detected more accurately via image factoring than by principal axis or principal component analysis.

Alternative Approaches to the Two-Group Concordance Problem in Brand Preference Rankings, ALBERT D. PALACHEK and ROGER A. KERIN, August 1982, 386.

See "Brand Choice"

An Empirical Comparison of the Predictive Validity of Self-Explicated, Huber-Hybrid, Traditional Conjoint, and Hybrid Conjoint Models, ISHMAEL AKAAH and PRADEEP K. KORGAONKAR, May 1983, 187.

See "Measurement"

Analyzing Marketing Research Data with Association Models, LAWRENCE F. FEICK, November 1984, 376.

The author demonstrates the usefulness of some association models for ordered cross-classifications. The models are applied to problems common in marketing research, including analyzing the association in tables, determining criteria for collapsing categories in tables, assigning category scores to cross-classified ordered variables, and deriving correlation coefficient estimates for cross-classifications. These methods are shown to be particularly useful when the variables are partially ordered, for example in cases in which the variables contain "don't know" responses.

Applying the Jackknife Statistic in Testing and Interpreting Canonical Weights, Loadings, and Cross-Loadings, ALBERT R. WILDT, ZARREL V. LAMBERT, and RICHARD M. DURAND, February 1982, 99.

In conventional canonical analysis, canonical parameters such as weights and loadings, which typically are not tested individually for statistical significance, are commonly used for interpreting the contributions of particular predictor and criterion variables to interset relationships. As an alternative to the traditional use of arbitrary cutoff values for such interpretations, the generalized jackknife statistic may be used to give estimated standard errors for canonical parameters, thereby enabling these parameters to be tested for statistical significance. The authors (a) address major scaling considerations encountered in jackknifing canonical parameters, (b) report experience in using the jackknife statistic to test the significance of canonical weights, loadings, and cross-loadings, (c) explore effects of different omitted subgroup sizes and subsamples, and (d) review advantages and limitations of jackknifing canonical parameters.

Assessing Cluster Analysis Results, T. D. KLASTORIN, February 1983, 92.

The problem of statistically assessing cluster analysis results is discussed; several measures based on both within-group homogeneity and between-group heterogeneity are defined. Permutation distributions for these measures are defined and expressions are derived for easily calculating the parameters of these distributions. Using these measures and their respective distributions, one can test whether given clusters significantly differ from clusters which are randomly determined.

Attraction Versus Linear and Multiplicative Market Share Models: An

Empirical Evaluation, RODERICK BRODIE and CORNELIS A. de KLUYVER, May 1984, 194.
See "Econometric Models"

Attrition Bias in Econometric Models Estimated with Panel Data, RUSSELL S. WINER, May 1983, 177.
See "Sampling and Survey Methods"

Cluster Analysis in Marketing Research: Review and Suggestions for Application, GIRISH PUNJ and DAVID W. STEWART, May 1983, 134.
See "Segmentation Research"

Combining Tests of Significance in Test Marketing Research Experiments, SOLOMON DUTKA, February 1984, 118.
See "New Product Research"

Confirmatory Factor Analysis via Noniterative Estimation: A Fast, Inexpensive Method, PETER M. BENTLER, November 1982, 417.
A new method of estimating the parameters of confirmatory and exploratory factor analytic models is developed. It is based on generalized least squares estimation that is conditioned on a zero residual estimate of part of the model covariance matrix. The estimates can be obtained from explicit matrix formulas that include solutions to linear equations under linear equality and inequality constraints, and thus the method is noniterative and inexpensive to implement. Examples are provided, and extensions to general structural equation models are discussed.

Design and Analysis of Simulated Consumer Choice or Allocation Experiments: An Approach Based on Aggregate Data, JORDAN J. LOUVIERE and GEORGE WOODWORTH, November 1983, 350.
See "Econometric Models"

Design Features of Forecasting Systems Involving Management Judgments, MARK MORIARTY, November 1985, 353.
See "Forecasting"

Distribution-Free Methods of Approximating Nonlinear Marketing Relationships, ROLAND T. RUST and ELIZABETH O. BORNMAN, August 1982, 372.
Many, if not most, of the important functional relationships in marketing are inherently nonlinear. Fitting a nonlinear function to data involves first the specification of a model, and then the estimation of the model's parameters. Where theory gives insufficient guidance for the specification of a model, specification based on observation of the scatterplot may be required. In many instances it is difficult to specify a model accurately solely on the basis of scatterplot observation. In those instances the researcher's power of observation can be enhanced by use of a distribution-free method of approximating the underlying function. The authors discuss alternative distribution-free methods, and demonstrate how the implicit model specification process of exhaustive trial and error curve-fitting can be replaced by an explicit model specification process based on observing an approximation of the underlying function.

Estimation and Testing of a Dynamic Sales Response Model with Data Aggregated Over Time: Some Results for the Autoregressive Current Effects Model, WILFRIED R. VANHONACKER, November 1984, 445.
See "Econometric Models"

Estimation of Error Rates in Several-Population Discriminant Analysis, STEPHEN C. HORA and JAMES B. WILCOX, February 1982, 57.
Researchers seeking to estimate the classification accuracy of linear disciminant functions in a more than two-population setting have had little guidance as to the most appropriate technique. The authors review the available techniques and present an additional alternative which combines features of the U-method and the recently developed posterior probability estimator. The new alternative is compared with other methods by Monté Carlo simulation.

Evaluating the Statistical Significance of Models Developed by Stepwise Regression, SHELBY H. McINTYRE, DAVID B. MONTGOMERY, V. SRINIVASAN, and BARTON A. WEITZ, February 1983, 1.
Information for evaluating the statistical significance of stepwise regression models developed with a forward selection procedure is presented. Cumulative distributions of the adjusted coefficient of determination ($\bar{R}^2$) under the null hypothesis of no relationship between the dependent variable and m potential independent variables are derived from a Monté Carlo simulation study. The study design included sample sizes of 25, 50, and 100, available independent variables of 10, 20, and 40, and three criteria for including variables in the regression model. The results reveal that the biases involved in testing statistical significance by two well-known rules are very large, thus demonstrating the desirability of using Monté Carlo cumulative $\bar{R}^2$ distributions developed by the authors. Although the results were derived under the assumption of uncorrelated predictors, the authors show that the results continue to be useful for the correlated predictor case.

Exploiting Rank Ordered Choice Set Data Within the Stochastic Utility Model, RANDALL G. CHAPMAN and RICHARD STAELIN, August 1982, 288.
See "Econometric Models"

Forecasting with Diagonal Multiple Time Series Models: An Extension of Univariate Models, SHUSHILA UMASHANKAR and JOHANNES LEDOLTER, February 1983, 58.
See "Forecasting"

How Advertising Affects Sales: Meta-Analysis of Econometric Results, GERT ASSMUS, JOHN U. FARLEY, and DONALD R. LEHMANN, February 1984, 65.
See "Advertising and Media Research"

Hybrid Models for Conjoint Analysis: An Expository Review, PAUL E. GREEN, May, 1984, 155.
See "Brand Choice"

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, V. SRINIVASAN, ARUN K. JAIN, and NARESH K. MALHOTRA, November 1983, 433.
See "Measurement"

Improving the Predictive Power of Conjoint Analysis: The Use of Factor Analysis and Cluster Analysis, MICHAEL R. HAGERTY, May 1985, 168.
See "Forecasting"

Interpreting LISREL Estimates of Explained Variance in Nonrecursive Structural Equation Models, JESSE E. TEEL, JR., WILLIAM O. BEARDEN, and SUBHASH SHARMA, May 1986, 164–168.
The LISREL method of computing explained variance for nonrecursive structural equation models is compared with alternative computational procedures. Explained variance estimates produced by LISREL are shown to be influenced by equation disturbance terms in nonrecursive models. The analysis demonstrates the need for caution in intepreting explained variance estimates in models with reciprocal feedback loops and/or errors correlated across equations.

Iterative Partitioning Methods: The Use of Mapping Theory as a Clustering Technique, TERENCE A. OLIVA and R. ERIC REIDENBACH, February 1985, 81.

This article supplements the Punj and Stewart review article on cluster analysis that appeared in the May 1983 issue of the *JMR*. In particular, the authors look at the use of mapping theory as an iterative partitioning method of clustering. Both a numerical example and an empirical application are presented to help explain and demonstrate the technique.

Management Judgment Forecasts, Composite Forecasting Models, and Conditional Efficiency, MARK M. MORIARTY and ARTHUR J. ADAMS, August 1984, 239.

See "Forecasting"

Misapplications of Simulations in Structural Equation Models: Reply to Acito and Anderson, CLAES FORNELL and DAVID F. LARCKER, February 1984, 113.

Although simulations can be useful for illustrative purposes or for exploring the effects of sample size and population variance on model statistics, the analysis of nonstatistical issues in structural equations should not rely on simulations. Acito and Anderson's results can be derived analytically, without simulations. Moreover, because of differences in the definition of measurement and theory, their results have limited relevance to what was suggested in our original article. In this reply we discuss these issues, question the usefulness of Acito and Anderson's approach, and further clarify the basic proposition of our original article—that reliance on covariance fit as the sole criterion for theory testing may give the analyst an incomplete basis for evaluation.

Modeling Sales-Advertising Relationships: An Integrated Time Series-Econometric Approach, ROBERT P. LEONE, August 1983, 291.

See "Advertising and Media Research"

Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach, FRED S. ZUFRYDEN, May 1986, 177–183.

See "Buyer Behavior"

Multicollinearity in Structural Equation Models with Unobservable Variables, HARSHARANJEET S. JAGPAL, November 1982, 431.

See "Econometric Models"

On Simulation Methods for Investigating Structural Modeling, FRANKLIN ACITO and RONALD D. ANDERSON, February 1984, 107.

The recent *JMR* article and comments by Fornell and Larcker and by Bagozzi on the evaluation of structural models are discussed. A series of simulations demonstrates that the response of the chi square statistic to changes in "theory" and "measurement" does not show the consistent pattern reported by Fornell and Larcker.

On the Predictive Power of Market Share Attraction Models, PETER S. H. LEEFLANG and JAN C. REUYL, May 1984, 211.

See "Econometric Models"

Parameter Estimation in Marketing Models in the Presence of Influential Response Data: Robust Regression and Applications, VIJAY MAHAJAN, SUBHASH SHARMA, and YORAM WIND, August 1984, 268.

In marketing models, the presence of aberrant response values or outliers in data can distort the parameter estimates or regression coefficients obtained by means of ordinary least squares. The authors demonstrate the potential usefulness of the robust regression analysis in treating influential response values in marketing data.

Percentiles of LINMAP Conjoint Indices of Fit for Various Orthogonal Arrays: A Simulation Study, GARY M. MULLET and MARVIN J. KARSON, August 1986, 286–290.

The authors present and examine simulated probability distributions for the index of fit of the LINMAP estimation algorithm as used in conjoint analysis. Important percentiles in both tails of the distributions are shown in tables for different orthogonal array experimental designs. Practical applications are suggested.

Pooling Logit Models, HUBERT GATIGNON and DAVID J. REIBSTEIN, August 1986, 281–285.

The typical testing for equality of parameters across several response functions cannot be performed when the dependent variable is a probability. The authors investigate the pooling issues of the response function when the model is specified as a transformational logit. Various estimation methods are compared and an iterative generalized least squares procedure is proposed for testing the poolability of transformational logit response functions.

Recent Books on Regression Analysis: A Comparative Review: ARUN K. JAIN, August 1982, 392.

Recent Developments in Structural Equation Modeling, KARL G. JÖRESKOG and DAG SÖRBOM, November 1982, 404.

See "Econometric Models"

Reliability of Conjoint Analysis: Contrasting Data Collection Procedures, MADHAV N. SEGAL, February 1982, 139.

See "Measurement"

Removing Perceptual Distortions in Product Space Analysis, WILLIAM R. DILLON, NARENDRA MULANI, and DONALD G. FREDERICK, May 1984, 184.

See "Scaling Methods"

Sample Size Effects on Chi Square and Other Statistics Used in Evaluating Causal Models, WILLIAM O. BEARDEN, SUBHASH SHARMA, and JESSE E. TEEL, November 1982, 425.

A simulation study of the effects of sample size on the overall fit statistic provided by the LISREL program indicates the statistic is well behaved over a wide range of sample sizes for simple models. However, this statistic is apparently not chi square distributed for more complex models when samples are relatively small, and will reject the hypothesized model too often. A set of additional measures suggested by various researchers for evaluating causal models also is examined. These statistics are well behaved for both models tested as they converge to the true value and their variance approaches zero as sample size increases.

Scoring Frequency Data for Discriminant Analysis: Perhaps Discrete Procedures Can Be Avoided, WILLIAM R. DILLON and STUART WESTIN, February 1982, 44.

Because of the availability of easy-to-use canned computer software packages such as SPSS and BMDP, the marketing practitioner is likely to continue to rely on the linear discriminant function (LDF) when faced with a discrimination problem. However, results of prior simulation studies suggest that when categorical predictors are used in the LDF its performance can be adversely affected. The authors extend previous work on LDF performance in nonoptimal settings by considering situations in which the categorical predictors can take on more than two levels. First, they examine whether a "scoring" of the raw frequency data can improve LDF performance in situations where it is known to perform poorly. Second, as the effect of using such data in an LDF analysis is not clear, they study LDF performance as the number of levels of a categorical variable is increased to determine whether the relative gains from using dis-

crete discriminant procedures disappear. The results of Monté Carlo sampling experiments suggest that as the number of levels a variable can take on is increased, a simple dummy variable coding of the raw frequency data followed by an LDF analysis does as well as the discrete discriminant procedure.

Situational Factors Affecting Accuracy, STEVEN P. SCHNAARS, August 1984, 290.
See "Forecasting"

Some Common Pitfalls in Casual Analysis of Categorical Data, JAY MAGIDSON, November 1982, 461.
See "Econometric Models"

Statement of Hypotheses in the Analysis of Variance, RICHARD K. BURDICK, August 1983, 320.

The analysis of variance is used so frequently in marketing research that researchers are often careless in presenting the results. In particular, hypotheses of interest in the analysis are vaguely stated and the reader is given no clear definition of what is being tested. This situation commonly arises when the analysis is based on a design with unequal cell sizes. Using recent examples found in the marketing literature, the author defines several hypotheses of interest in an analysis of variance design and discusses how they are tested.

Structural Reliability and Stability of Nonmetric Conjoint Analysis, NARESH K. MALHOTRA, May 1982, 199.

Structural reliability and stability of nonmetric conjoint analysis are examined under conditions of severe structural perturbation and substantial variation in the number of stimulus profiles. The individual-level part worth functions are jackknifed. The jackknifed parameters, derived relative importance weights, and standard errors of estimated parameters are examined across the different treatment conditions. The results indicate that conjoint analysis is a fairly robust procedure for assessing an individual's preferences.

Testing the Exact Order of an Individual's Choice Process in an Information-Theoretic Framework, WILFRIED R. VANHONACKER, November 1985, 377.

The author discusses an information-theoretic approach to testing the exact order of an individual's brand choice process and compares it with alternative tests that perform a similar task. Special focus is on the relative statistical power of the various tests when limited choice sequences are available. Considering computational complexity and statistical power, the author suggests instances in which the information-theoretic test is preferred.

The Determinants of Salesperson Performance: A Meta-Analysis, GILBERT A. CHURCHILL, JR., NEIL M. FORD, STEVEN W. HARTLEY, and ORVILLE C. WALKER, JR., May 1985, 103.
See "Salesforce Research"

The Effects of Serial Correlation and Data Aggregation on Advertising Measurement, DOYLE L. WEISS, CHARLES B. WEINBERG, and PIERRE M. WINDAL, August 1983, 268.
See "Econometric Models"

The Misuse of Repeated Measures Analysis in Marketing Research, STEPHEN A. LaTOUR and PAUL W. MINIARD, February 1983, 45.

The use of repeated measures or within-subjects designs has become common in marketing research. A review of articles employing such designs suggests that researchers may not fully appreciate the nature and assumptions of repeated measures analyses.

The Significance of Statistical Significance Tests in Marketing Research, ALAN G. SAWYER and J. PAUL PETER, May 1983, 122.

Classical statistical significance testing is the primary method by which marketing researchers empirically test hypotheses and draw inferences about theories. The authors discuss the interpretation and value of classical statistical significance tests and suggest that classical inferential statistics may be misinterpreted and overvalued by marketing researchers in judging research results. Replication, Bayesian hypothesis testing, meta-analysis, and strong inference are examined as approaches for augmenting conventional statistical analyses.

The Use of Linear Logit Models in Marketing Research, NARESH K. MALHOTRA, February, 20.

The author discusses the use of the linear logit model in marketing research. A brief review of the linear logit model focuses on model formulation, estimation, evaluation, and inference procedures. Some of the underlying properties of the linear logit model which have not received due attention in marketing research are examined. Also presented are some recent developments in testing for independence of irrelevant alternatives, discrete choice models free of this assumption, modification to the standard logit model to account more adequately for specification errors, and logit estimation procedures in choice-based sampling. The author concludes by identifying several directions for future research in this area.

Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory, CLAES FORNELL and FRED L. BOOKSTEIN, November 1982, 440.
See "Econometric Models"

Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures, MORRIS B. HOLBROOK and WILLIAM L. MOORE, February 1982, 87.

Given a set of attribute ratings of objects with known feature structures, one can construct product spaces by use of various compositional methods. Factor and discriminant analyses are two such well-known compositional approaches. A third, comparatively neglected, procedure involves the use of objects-, features-, or interactions-based canonical correlation analysis (CCA). These three CCA methods are compared and then illustrated by an application to data based on judgmental ratings of sweater designs. The comparative results of the three types of canonical correlation suggest the potential usefulness of CCA methods in deriving spatial representation to explore the nature of attribute judgments, particularly if one wishes to construct product spaces at the individual level of analysis or desires clarification of the judgmental effects of feature interactions.

RESEARCH DESIGN

Effectiveness of Multiple Request Strategies: A Synthesis of Research Results, EDWARD F. FERN, KENT B. MONROE, and RAMON A. AVILA, May 1986, 144–152.
See "Sampling and Survey Methods"

Humanistic Inquiry in Marketing Research: Philosophy, Method, and Criteria, ELIZABETH C. HIRSCHMAN, August 1986, 237–249.

As the conception of what marketing is has evolved, so must the methods of inquiry also evolve. Marketing now is viewed as a socially constructed enterprise. Thus, what is needed are inputs from the humanistic modes of inquiry developed specifically to address socially constructed phenomena. The author discusses three central aspects of humanistic inquiry, (1) the philosophy and metaphysic of humanism, (2) the methodology of humanistic research, and (3) the criteria appropriate for evaluating studies conducted in the hu-

manistic mode. Humanistic inquiry is compared specifically with the positivist approach currently used by most marketing researchers. Guidelines are provided to assist researchers who may wish to implement the humanistic approach in their own research programs.

Relationships Among Research Design Choices and Psychometric Properties of Rating Scales: A Meta-Analysis, J. PAUL PETER and GILBERT A. CHURCHILL, JR., February 1986, 1–10.

The purpose of the article is to propose and empirically test a model of the relationships among research design variables and the psychometric criteria of reliability, convergent validity, discriminant validity, and nomological validity, and among the psychometric criteria themselves. A fundamental premise of the article is that these relationships are much more complex than a casual analysis would suggest. More specifically, though all of the research design variables and psychometric criteria are related at a conceptual level, there is no necessary relationship between many of the variables at an empirical level. Meta-analysis techniques are applied to 162 measures found in the marketing literature to examine the relationships among the research design choices of sampling characteristics, measure characteristics, and measure development processes and the various psychometric criteria of measure quality. The proposed model makes predictions for positive, negative, and no effects relationships. All of the hypotheses in the model except one are supported, with systematic variance apparently the common element producing correlations among the various indicants of measure quality. The primary conclusion is that researchers must pay much greater attention to non-empirical evidence when judging construct validity. Three recommendations are offered for measurement research in marketing.

RESEARCH ETHICS

Case Research in Marketing: Opportunities, Problems, and a Process, THOMAS V. BONOMA, May 1985, 199.

See "Experiment Design"

Ethical Problems of Marketing Researchers, SHELBY D. HUNT, LAWRENCE B. CHONKO, and JAMES B. WILCOX, August 1984, 309.

Almost all studies on ethics in marketing research have focused on either delineating the responsibilities and obligations of researchers to respondents and clients or exploring whether various groups perceive certain marketing research practices to be ethical ot unethical. The authors empirically examine four research questions: What are the major ethical problems of marketing researchers? To what extent do our professional codes of conduct address the major ethical problems of marketing researchers? How extensive are the ethical problems of marketing researchers? How effective are the actions of top management in reducing ethical problems of marketing researchers?

The Threats to Marketing Research: An Empirical Reappraisal, STEPHEN W. McDANIEL, PERRY VERILLE, and CHARLES S. MADDEN, February 1985, 74.

Excessive interviewing, lack of consideration and abuse of respondents, and the use of marketing research as a sales ploy have been identified as serious threats to marketing research. The authors investigate the extent of these practices, analyze apparent trends over an eight-year period, and make recommendations for marketing research practitioners.

RETAILING AND WHOLESALING

A Modified Model of Power in the Marketing Channel, ROBERT F. LUSCH and JAMES R. BROWN, August 1982, 312.

See "Channels of Distribution"

An Empirical Investigation of Some Antecedents of Opportunism in a Marketing Channel, GEORGE JOHN, August 1984, 278.

See "Channels of Distribution"

Assessing the Impact of Short-Term Supermarket Strategy Variables, J.B. WILKINSON, J. BARRY MASON, and CHRISTIE M. PAKSOY, February 1982, 72.

The authors examine the relative importance of temporary price reductions, display alternatives, and newspaper advertising to unit sales of supermarket products. The research was conducted as an in-store pricing experiment characterized by a factorial design.

Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons, STEPHEN J. ARNOLD, TAE H. OUM, and DOUGLAS J. TIGERT, May 1983, 149.

Determinants of retail patronage were identified and compared in a series of analyses of covariance of multinomial logit parameters. These parameters, estimated from random samples drawn from six North American and European markets over a seven-year period, revealed insignificant seasonal changes in a single market, significant changes in a single market over the seven years, and significant differences between markets and across cultures.

SALESFORCE RESEARCH

A Non-Experimental Investigation of Demand Artifacts in a Personal Selling Experiment, JEEN-SU LIM and JOHN O. SUMMERS, August 1984, 251.

The authors propose that non-experiments be a frequent component of laboratory investigations addressing personal selling. A comparison of the results of a replication of an earlier experiment with those of a parallel non-experiment suggests the need to establish greater experimental realism in buyer-seller interaction research.

A Psychometric Assessment of a Measure of Sales Representatives' Power Perceptions, JAMES M. COMER, May 1984, 221.

See "Measurement"

An Analysis of Alternative Causal Models of Salesperson Role Perceptions and Work-Related Attitudes, LOUIS W. FRY, CHARLES M. FUTRELL, A. PARASURAMAN, and MARAGARET A. CHMIELEWSKI, May 1986, 153–163.

Data from a salesforce of a national industrial manufacturer were used to test relationships among leadership, role conflict and ambiguity, job satisfaction, and job anxiety. Two alternative models were evaluated. One model proposes that job anxiety leads to dissatisfaction and the other that job anxiety is a consequence of dissatisfaction. Results reveal a converged theoretical model. A need for further theorizing on causal relationships among various satisfaction facets and role variables is apparent. Contrary to previous research findings, no causal linkages are found between job anxiety and satisfaction.

Comment on "Analysis of Sales Call Effectiveness," THOMAS R. WOTRUBA, November 1982, 595.

The author comments on an article by Parsons and Vanden Abeele which was published in the February 1981 issue of *JMR*.

Communication Style in the Salesperson-Customer Dyad, KAYLENE C. WILLIAMS and ROSANN L. SPIRO, November 1985, 434.

The authors report a study designed to evaluate the use of communication style by salespeople and their customers. Using a paradigm suggested by Sheth in which the communication styles of customers and salespeople are categorized as task oriented, interaction oriented, or self oriented, they assess whether communication styles are related to sales. They first develop scales to measure

these styles and then test whether the styles affect the sales outcome. The results suggest that communication styles are a determinant of the success of the sales interaction.

Industrial Salesforce Job Satisfaction, RUTH A. SMITH, February 1982, 152.

See "Measurement Abstracts."

Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing, SCOTT A. NESLIN and LEONARD GREENHALGH, November 1983, 368.

See "Industrial Marketing"

Perceived Organizational Climate and the Process of Salesperson Motivation, PRADEEP K. TYAGI, May 1982, 240.

The author examines how organizational climate contributes to salespersons' intrinsic and extrinsic motivation to perform. On the basis of the expectancy-valence theory of motivation, specific relationships between organizational climate and motivational components are tested using a sample of insurance salespersons. Managerial implications and future research directions are discussed.

Personal and Organizational Variables: Their Relative Effect on Reward Valences of Industrial Salespeople, THOMAS N. INGRAM and DANNY N. BELLENGER, May 1983, 198.

The authors investigate the relationship between personal and organizational characteristics and the attractiveness of various rewards to industrial salespeople. Data were gathered from 241 industrial salespeople and the sales managers of 17 participating industrial firms. Of the 84 relationships examined, 18 statistically significant relationships are found between such predictor variables as age, job tenure, income level, specific self-esteem, compensation plan base, promotion opportunity rate, and recognition rate and criterion variables which are the valences for various rewards. Organizational variables are found to be more promising than personal characteristics in terms of their relationship to the attractiveness of various rewards.

Rejoinder to Comment by Wotruba, LEONARD J. PARSONS, November 1982, 597.

Seller and Buying Firm Factors Affecting Industrial Buyers' Negotiation Behavior and Outcomes, STEPHEN W. CLOPTON, February 1984, 39.

See "Organizational Buyer Behavior"

Selling Activity and Sales Position Taxonomies for Industrial Salesforces, WILLIAM C. MONCRIEF III, August 1986, 261–270.

The author develops a comprehensive inventory of selling activities and uses it to analyze the jobs of 1393 salespeople employed by 51 industrial selling organizations. He also develops a taxonomy of sales activities based on frequency of occurrence of 121 sales activities. In addition, a taxonomy of six industrial sales jobs is created from configurations of sales activity factors. Managerial implications of the findings are discussed and directions for further research are proposed.

Smarter Versus Harder: An Exploratory Attributional Analysis of Salespeople's Motivation, HARISH SUJAN, February 1986, 41–49.

Previous research has focused on salespeople's motivation to work harder. An important but neglected aspect of salespeople's motivation is their desire to improve the direction in which they work, termed "working smarter." Using an attributional perspective, the author examines factors that differentially influence these two components of motivation.

Some Unexplored Supervisory Behaviors and Their Influence on Salespeople's Role Clarity, Specific Self-Esteem, Job Satisfaction, and Motivation, AJAY K. KOHLI, November 1985, 424.

The author investigates the influence of four unexplored supervisory behaviors on salespeople: arbitrary and punitive behavior, contingent approving behavior, upward-influencing behavior, and achievement-oriented behavior. One or more of these behaviors are found to have a significant impact on salespeople's role clarity, specific self-esteem, job satisfaction, and motivation to work. Certain findings are counterintuitive and suggest interesting directions for further research.

Supervisory Behavior, Role Stress, and the Job Satisfaction of Industrial Salespeople, R. KENNETH TEAS, February 1983, 84.

Structural equation analysis was used to replicate and extend previous salesforce role stress research by testing hypotheses about the relationships among sales supervisory behavior, salesforce role stress, and salesforce job satisfaction. On the basis of previous research, four supervisory behavior variables were hypothesized to be related to salesforce role stress—leader consideration, initiation of structure, participation, and feedback. The results indicate sales supervisory behavior is related to salesforce perceptions of role stress. In addition, the estimates indicate role conflict, organizational communication, leader consideration, and leader initiation of structure are significant predictors of salesforce job satisfaction.

The Determinants of Salesperson Performance: A Meta-Analysis, GILBERT A. CHURCHILL, JR., NEIL M. FORD, STEVEN W. HARTLEY, and ORVILLE C. WALKER, JR., May 1985, 103.

The authors use meta-analysis techniques to investigate the evidence that has been gathered on the determinants of salespeople's performance. A search of the published and unpublished literature uncovered 116 articles (the list of which is available upon request) that yielded 1653 reported associations between performance and determinants of that performance. The results indicate the determinants can be ordered in the following way in terms of the *average size* of their association with performance: (1) role variables, (2) skill, (3) motivation, (4) personal factors, (5) aptitude, and (6) organizational/environmental factors. When ordered according to the amount of the observed variation in correlations across studies that is *real variation* (i.e., not attributable to sampling error), the determinants rank as follows: (1) personal factors, (2) skill, (3) role variables, (4) aptitude, (5) motivation, and (6) organizational/environmental factors. To investigate whether the association between each of the categories of predictors and performance could be partially accounted for by the presence of moderator variables, the results were broken out by customer type, product type, and type of dependent measure used. The results indicate that the strength of the relationship between the major determinants and salespeople's performance is affected by the type of products salespeople sell. The authors discuss the implications of these findings for sales managers and researchers.

The Influence of Career Stages on Salespeople's Job Attitudes, Work Perceptions, and Performance, WILLIAM L. CRON and JOHN W. SLOCUM, JR., May 1986, 119–129.

The study examines salespeople in four distinct career stages. The career stages literature suggests that people's psychological and sociological needs differ among these stages. General support for the theory is found. Job performance and attitudes were influenced by different career stages. The relationship of a salesperson's performance with personal, strategic, and territory factors also is found to vary according to career stage.

The SOCO Scale: A Measure of the Customer Orientation of Sales-

people, ROBERT SAXE and BARTON A. WEITZ, August 1982, 343.

The concept of customer orientation in salespeople is defined, a scale is developed to measure the degree to which salespeople engage in customer-oriented selling, and the properties of the scale are reported. A test of the nomological validity indicates the use of customer-oriented selling is related to the ability of the salespeople to help their customers and the quality of the customer-salesperson relationship.

Utilizing Effort and Task Difficulty Information in Evaluating Salespeople, JOHN C. MOWEN, JANET E. KEITH, STEPHEN W. BROWN, and DONALD W. JACKSON, JR., May 1985, 185.

Performance evaluation of salespeople is examined from an attribution perspective in a field study involving sales managers. Findings support the presence of an attribution bias. Effort significantly influenced sales managers' evaluations, but task difficulty had no measurable effect on performance appraisal.

SAMPLING AND SURVEY METHODS

A Measurement Model to Assess Measure-Specific Factors in Multiple-Informant Research, JAMES C. ANDERSON, February 1985, 86.

See "Measurement"

A Note on the Importance of Layout in Self-Administered Questionnaires, CHARLES S. MAYER and CINDY PIPER, August 1982, 390.

This note adds further evidence of the importance of questionnaire layout, particularly for self-administered questionnaires.

A Quantitative Review of Research Design Effects on Response Rates to Questionnaires, JULIE YU and HARRIS COOPER, February 1983, 36.

A comprehensive literature review of techniques used to increase response rates to questionnaires was conducted. Conclusions were based on arithmetic combination of 497 response rates found in 93 journal articles. Response rates were found to be increased by personal and telephone (versus mail) surveys, either prepaid or promised incentives, nonmonetary premiums and rewards, and increasing amounts of monetary reward. Other facilitators that increased responding were preliminary notification, foot-in-the-door techniques, personalization, and followup letters. Several facilitators were found to be ineffective. An estimated magnitude of effect was calculated for each design variation.

A Test of Reducing Callbacks and Not-At-Home Bias in Personal Interviews by Weighting At-Home Respondents, JAMES C. WARD, BERTRAM RUSSICK, and WILLIAM RUDELIUS, February 1985, 66.

See "Interviewing Methods"

Alternative Questionnaire Formats for Country Image Studies, EUGENE D. JAFFE and ISRAEL D. NEBENZAHL, November 1984, 463.

Two different questionnaire formats based on the semantic differential scale have been used in comparative image studies of countries. The authors test the reliability and validity of each format and find that though the two formats have nearly equal reliability, they are not equivalent. Country image studies that have different questionnaire formats may not be comparable, even if the scale items are the same.

An Assessment of the Mall Intercept as a Data Collection Method, ALAN J. BUSH and JOSEPH F. HAIR, JR., May 1985, 158.

Recently the mall intercept method of data collection has emerged as one of the most popular methods among market researchers. Little progress has been made, however, in empirically assessing the mall intercept approach. In an exploratory study, the authors assess the mall intercept by comparing it with telephone interviewing on response quality and nonresponse rates, as well as lifestyle characteristics and shopping behavior of the respondents.

An Examination of the Random Versus Nonrandom Nature of Item Omission, RICHARD M. DURAND, HUGH J. GUFFEY, JR., and JOHN M. PLANCHON, August 1983, 305.

Item omission in mail surveys has received little attention other than as a variable measuring response quality in questionnaire design studies. Few researchers have attempted to examine item omission as a nonrandom process. The authors re-evaluate the nature of item nonresponse and analyze item omissions within the topical domains. Two independent surveys and a replication study are reported. The tendency to omit survey items is tested for generalizability across domains and between similar studies. Sociodemographic correlates are investigated and a longitudinal anlaysis by item is performed. The results indicate that item omission is apparently a nonrandom process at an aggregate level, but the magnitude of the relationship is weak. When the data are disaggregated by topical domain, significant systematic relationships become less apparent.

An Experimental Test of the Effects of a Monetary Incentive on Cooperation Rates and Data Collection Costs in Central-Location Interviewing, FREDERICK WISEMAN, MARIANNE SCHAFER, and RICHARD SCHAFER, November 1983, 439.

See "Interviewing Methods"

Attrition Bias in Econometric Models Estimated with Panel Data, RUSSELL S. WINER, May 1983, 177.

Panel data often are used to estimate the parameters of econometric or other linear models. However, a common problem with panel data is attrition. The author demonstrates the effects of attrition on the parameters of structural econometric models estimated with panel data, and describes and empirically illustrates correction methods. Implications for the operation of panels also are discussed.

Comment on a Standard Definition of Response Rates, FREDERICK WISEMAN and MARYANN BILLINGTON, August 1984, 336.

The lack of a standard definition of response rates in surveys has resulted in problems in the marketing research community, including ambiguity in pricing and evaluating research proposals and in assessing the quality of data used in industry reports and journal articles. This comment highlights the work of an industry task force which has considered the implications of different definitions and proposed an industry standard.

Effectiveness of Multiple Request Strategies: A Synthesis of Research Results, EDWARD F. FERN, KENT B. MONROE, and RAMON A. AVILA, May 1986, 144–152.

Foot in the door and door in the face have been cited frequently as effective strategies for gaining compliance with behavioral requests. However, research efforts to confirm these two phenomena have produced mixed results. After deriving predictions about how the favorability of available information influences compliance, the authors report a synthesis of research results for both paradigms. Combined effect sizes across research results for several moderating variables are compiled. Implications for theoretical, empirical, and practical application of the syntheses are discussed.

Efficient Screening Methods for the Sampling of Geographically Clustered Special Populations, SEYMOUR SUDMAN, February 1985, 20.

Special populations for which no complete lists exist require screening, and screening costs may be large if the population is rare. If the population is geographically clustered, costs can be reduced substantially by identifying zero segments quickly. Optimum procedures for screening under alternative data collection methods are discussed.

Exploring Complex Decision Making Units: A New Approach, ROWLAND T. MORIARTY and JOHN E. G. BATESON, May 1982, 182.

See "Interviewing Methods"

Impact of Pre-Call Request Form and Gender Interaction on Response to a Mail Survey, JACOB HORNIK, February 1982, 144.

The author investigates the effect of grammatical variations in telephone prenotification and interviewer/respondent gender interaction on mail survey response rate, speed, quality, and bias. The four experimental grammatical forms were expected to differ in the amount of pressure they seem to exert on the respondent to comply. Findings suggest that rhetorical elicitation modes in the pre-call/mail survey setting influence response rate and speed, particularly for female interviewers, and do not affect response quality.

Improving Random Respondent Selection in Telephone Surveys, DIANE O'ROURKE and JOHNNY BLAIR, November 1983, 428.

A split-ballot respondent selection experiment was conducted on a probability sample of Illinois residents surveyed by telephone. Respondent selection was conducted in two ways: in a random half of the 2252 households, all adults were enumerated and one was selected randomly; in the other half, household informants were asked to identify the adult in the household whose birthday was the most recent. Results indicate that the birthday method is valid and effective.

Monetary Incentives Versus Promised Contribution to Charity: New Evidence on Mail Survey Response, DAVID H. FURSE and DAVID W. STEWART, August 1982, 375.

The relative efficacy of two types of incentives for producing responses to a mail survey was investigated. Personal cash payments of varying amounts enclosed with the questionnaire were compared with promises of a contribution to a charity of the respondent's choice and with a no-incentive control. Contrary to a previous research finding reported in the literature, the charity incentive did not produce a significantly greater return rate than was obtained with the no-incentive control. Personal cash incentives produced a significantly greater response rate than either the no-incentive control condition or the charity-incentive condition. Results of the study are interpreted as consistent with a cognitive dissonance theory of mail questionnaire response.

More on the Prediction of Mail Survey Response Rates, A. PARASURAMAN, May 1982, 261.

The author discusses some omissions in, and limitations of, recent efforts to model mail survey returns over time. Additional data are analyzed to develop a generalized model of response rate over time, and a practical approach is proposed for estimating mailing requirements for surveys that have specific time deadlines and response requirements.

Promised Incentives in Media Research: A Look at Data Quality, Sample Representativeness, and Response Rate, EDWARD G. GOETZ, TOM R. TYLER, and FAY LOMAX COOK, May 1984, 148.

See "Interviewing Methods"

Respondent Selection in a Telephone Survey: A Comparison of Three Techniques, RONALD CZAJA, JOHNNY BLAIR, and JUTTA P. SEBESTIK, August 1982, 391.

Random selection of eligible persons within households typically is done by procedures developed by Kish or by Troldahl-Carter-Bryant. These procedures require different tasks from respondent and interviewer. The differences have been thought to affect cooperation rates and/or respondent/household characteristics. The authors examine the Kish procedure and two versions of the Troldahl-Carter-Bryant procedure and conclude that Kish and one version of Troldahl-Carter-Bryant are the preferred methods.

Statement of Hypotheses in the Analysis of Variance, RICHARD K. BURDICK, August 1983, 320.

See "Regression and Other Statistical Techniques"

The Accuracy of Telephone-Call Data Collected by Diary Methods, JOHN McKENZIE, November 1983, 417.

British Telecom has undertaken extensive investigations of response and recording biases in the context of collecting telephone call information by diary methods. Several factors are shown to influence response rates and recording accuracy; in particular, strong relationships with the level of (telephone) usage are identified.

The Measurement of Consumption: A Comparison of Surveys and Diaries, JOHN L. STANTON and LOUIS A. TUCCI, May 1982, 274.

The authors link consumers' consumption behavior as reported by a 24-hour recall method and two-day diaries for 37 different food groups. Both frequency of ingestion and average serving size are compared across both methods. The study is based on the current U.S. Department of Agriculture Nationwide Food Consumption Survey, spring quarter, including 7945 individuals. The data suggest that the 24-hour recall measurements did not differ significantly from the two-day diaries.

The Pretest in Survey Research: Issues and Preliminary Findings, SHELBY D. HUNT, RICHARD D. SPARKMAN, JR., and JAMES B. WILCOX, May 1982, 269.

Despite their widely recognized importance in survey research, pretests have received little methodological attention. The authors summarize the current state of the art and report results from an empirical investigation of the effectiveness of respondent verbalizations in pretesting. The results suggest that the pretesting is effective in identifying some types of problem questions but not others.

The Threats to Marketing Research: An Empirical Reappraisal, STEPHEN W. McDANIEL, PERRY VERILLE, and CHARLES S. MADDEN, February 1985, 74.

See "Research Ethics"

The Use of Focus Groups for Idea Generation: The Effects of Group Size, Acquaintanceship, and Moderator on Response Quantity and Quality, EDWARD F. FERN, February 1982, 1.

See "Interviewing Methods"

SCALING METHODS

A Procedure for Measuring and Estimating Consumer Preferences Under Uncertainty, IMRAN S. CURRIM and RAKESH K. SARIN, August 1983, 249.

See "Measurement"

A Simulation Study of Factor Score Indeterminacy, FRANK ACITO and RONALD D. ANDERSON, May 1986, 111–118.

See "Regression and Other Statistical Techniques"

Alternative Questionnaire Formats for Country Image Studies, EU-

GENE D. JAFFE and ISRAEL D. NEBENZAHL, November 1984, 463.
See "Sampling and Survey Methods"

Analysis of Purchase Intent Scales Weighted by Probability of Actual Purchase, GARY M. MULLET and MARVIN J. KARSON, February 1985, 93.
See "New Product Research"

Analyzing Marketing Research Data with Association Models, LAWRENCE F. FEICK, November 1984, 376.
See "Regression and Other Statistical Techniques"

Assessment of the Psychometric Properties of an Opinion Leadership Scale, TERRY L. CHILDERS, May 1986, 184–188.
See "Measurement"

Correspondence Analysis: Graphical Respresentation of Categorical Data in Marketing Research, DONNA L. HOFFMAN and GEORGE R. FRANKE, August 1986, 213–227.

Correspondence analysis is an exploratory data analysis technique for the graphical display of contingency tables and multivariate categorical data. Its history can be traced back at least 50 years under a variety of names, but it has received little attention in the marketing literature. Correspondence analysis scales the rows and columns of a rectangular data matrix in corresponding units so that each can be displayed graphically in the same low-dimensional space. The authors present the theory behind the method, illustrate its use and interpretation with an example representing soft drink consumption, and discuss its relationship to other approaches that jointly represent the rows and columns of a rectangular data matrix.

Extensions of King and Summers' Opinion Leadership Scale: A Reliability Study, UGUR YAVAS and GLEN RIECKEN, February 1982, 154.
See "Measurement Abstracts"

Hybrid Models for Conjoint Analysis: An Expository Review, PAUL E. GREEN, May 1984, 155.
See "Brand Choice"

Improving Measure Quality by Alternating Least Squares Optimal Scaling, NICHOLAS M. DIDOW, JR., KEVIN LANE KELLER, HIRAM C. BARKSDALE, JR., and GEORGE R. FRANKE, February 1985, 30.

PRINCIPALS analysis (principal components analysis by alternating least squares optimal scaling) provides an approach for improving the reliability and convergent and discriminant validity of measures used in marketing research. Given a set of items designed to measure a theoretical construct or conceptual dimension, PRINCIPALS rescales the original response categories of each item to interval-level measurement and maximizes their unidimensional communality. PRINCIPALS is complementary to the traditional approaches for improving the measurement quality of scales used in marketing. The authors present the transformation in the general form, then illustrate it in two attitude research examples. The stability of the results is also examined. In both examples the reliability and convergent and discriminant validity of measures based on the tripartite attitude model are substantially improved after PRINCIPALS rescaling.

Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation, V. SRINIVASAN, ARUN K. JAIN, and NARESH K. MALHOTRA, November 1983, 433.
See "Measurement"

Interpoint Distance Comparisons in Correspondence Analysis, J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, August 1986, 271–280.

Correspondence analysis is a metric technique for finding a spatial representation of data that has particular applicability to the analysis of cross tabulations (or contingency tables). The authors focus on some of the geometric underpinnings of the procedure and the kinds of statements that can be made about interobject similarity based on a distance model. In particular, a rationale is developed, along with a scaling of coordinates, that enables one to compare both between-set and within-set squared distances. This scaling differs from the conventional scaling currently used in correspondence analysis, where only one set of distances usually are compared.

Position Bias in Multiple-Choice Questions, NIELS J. BLUNCH, May 1984, 216.
See "Attitude Theory Research"

Product Positioning: TRINODAL Mapping of Brand Images, Ad Images, and Consumer Preference, JOHN W. KEON, November 1983, 380.

A new multidimensional scaling routine is introduced which is particularly appropriate for monitoring and assessing the repositioning impact of a new advertisement campaign on its brand. The advantage of this scaling routine, called TRINODAL, is that it simultaneously plots brand images, ad images, and consumer preference on a single map. Empirical examples demonstrate the technique's usefulness in providing insight to repositioning processes.

Relationships Among Research Design Choices and Psychometric Properties of Rating Scales: A Meta-Analysis, J. PAUL PETER and GILBERT A. CHURCHILL, JR., February 1986, 1–10.
See "Research Design"

Reliability and Validity of Conjoint Analysis and Self-Explicated Weights: A Comparison, THOMAS W. LEIGH, DAVID B. MacKAY, and JOHN O. SUMMERS, November 1984, 456.

Though the use of conjoint analysis has increased substantially in recent years, relatively little empirical evidence has been published on how its reliability and validity compares with that of alternative methodological approaches. The authors report the results of a study designed to compare the test-retest reliabilty and predictive validity of several alternative conjoint analysis techniques with that of self-explicated weights under the condition of all attributes being dichotomous. The findings fail to demonstrate greater reliability and validity for the conjoint analysis techniques considered.

Removing Perceptual Distortions in Product Space Analysis, WILLIAM R. DILLON, NARENDRA MULANI, and DONALD G. FREDERICK, May 1984, 184.

Removing distortion in perceptual judgments has been the subject of several recent research studies. The authors examine the issue of identifying and removing perceptual distortions in product space analysis. The purpose of the article is to show how a simple data transformation can purge the influence of the common general factor which typically surfaces when compositional approaches to building product spaces are employed. The method, which relies on a two-step double-centering transformation, eliminates irrelevant sources of variation. It is fundamentally different from the previously recommended practices in that it does not require the researcher either to (1) throw away the first principal component or (2) arbitrarily select attributes in order to define an affect index which then is used to replace the original simple correlations with partial correlations controlling for the influence of affect captured by the index.

Research Design Effects on the Reliability of Rating Scales: A Meta-

Analysis, GILBERT A. CHURCHILL, JR., and J. PAUL PETER, November 1984, 360.
See "Measurement"

Response to Rating Scales: A Theoretical Model and Its Application to the Number of Categories Problem, MOSHE M. GIVON and ZUR SHAPIRA, November 1984, 410.
A stochastic model of response to rating scales, using the beta distribution, is developed and tested against empirical data. The effect of number of items by number of points on the sampling error of a composite scale value estimator is investigated and quantitatively formulated. An application of this formulation to arrive at optimal combinations of number of points and number of items is described.

A Note on the Reliability of Certain Clustering Algorithms, G. RAY FUNKHOUSER, February 1983, 99.
Cluster analysis is widely used in marketing research, especially in market segmentation studies. Though it is well known that cluster analysis approaches can be unreliable, the author's research suggests that unreliability may be a greater problem than has previously been suggested, especially with approaches involving large numbers of decisions about cluster membership.

Assessing Cluster Analysis Results, T. D. KLASTORIN, February 1983, 92.
See "Regression and Other Statistical Techniques"

Cluster Analysis in Marketing Research: Review and Suggestions for Application, GIRISH PUNJ and DAVID W. STEWART, May 1983, 134.
Applications of cluster analysis to marketing problems are reviewed. Alternative methods of cluster analysis are presented and evaluated in terms of recent empirical work on their performance characteristics. A two-stage cluster analysis methodology is recommended: preliminary identification of clusters via Ward's minimum variance method or simple average linkage, followed by cluster refinement by an iterative partitioning procedure. Issues and problems related to the use and validation of cluster analytic methods are discussed.

Empirically Testing a Disaggregate Choice Model for Segments, DENNIS H. GENSCH, November 1985, 462.
All disaggregate multiattribute choice models contain the assumption that the population is reasonably homogeneous with respect to the aggregate parameters estimated by the model. The author points out that one particular choice model, logit, has a structure that makes it particularly suited to test a data set for possible segments. A real-world data set is used to illustrate a simple procedure for testing the homogeneity assumption. The analysis provides a warning that managers may easily derive suboptimal or counterproductive strategies if they fail to test this assumption.

Improving the Predictive Power of Conjoint Analysis: The Use of Factor Analysis and Cluster Analysis, MICHAEL R. HAGERTY, May 1985, 168.
See "Forecasting"

Interpoint Distance Comparisons in Correspondence Analysis, J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, August 1986, 271–280.
See "Scaling Methods"

Iterative Partitioning Methods: The Use of Mapping Theory as a Clustering Technique, TERENCE A. OLIVA and R. ERIC REIDENBACH, February 1985, 81.
See "Regression and Other Statistical Techniques"

Measuring Consumer Involvement Profiles, GILLES LAURENT and JEAN NOËL KAPFERER, February 1985, 41.
See "Buyer Behavior"

Notes on Aggregation Criteria in Market Segmentation, WILLIAM BLOZAN and PAUL PRABHAKER, August 1984, 332.
First, the authors seek to dispel any misunderstanding that standard price discimination theory prescribes a profit-maximizing aggregation criterion. They argue that Tollefson and Lessig misinterpreted this theory, but prove that the latter authors' unwarranted implication is justified in the case of linear demand functions and constant marginal costs. Second, the authors argue that the "theoretical evidence" presented by Tollefson and Lessig against using elasticities to cluster segments is, in fact, no evidence at all, and that their simulations may be valid only under extreme conditions. Finally, a new theorem is offered which provides some support for using clustering techniques to disaggregate markets.

Patterns of Interpersonal Information Seeking for the Purchase of a Symbolic Product, DAVID F. MIDGLEY, February 1983, 74.
See "Buyer Behavior"

The SOCO Scale: A Measure of the Customer Orientation of Salespeople, ROBERT SAXE and BARTON A. WEITZ, August 1982, 343.
See "Salesforce Research"

The Validity of Computer-Controlled Magnitude Scaling to Measure Emotional Impact of Stimuli, BRUNO NEIBECKER, August 1984, 325.
See "Measurement"

Uniqueness Issues in the Decompositional Modeling of Multiattribute Overall Evaluations: An Information Integration Perspective, JOHN G. LYNCH, JR., February 1985, 1.
The author reviews how methods developed within the information integration paradigm can be used to study consumers' overall evaluations of choice alternatives. Methods are presented for determining the adequacy of several common model forms used to represent overall evaluations: adding, multiplying, and multilinear. Often, more than one integration model can be reconciled with the data by altering one's assumptions about the subjective values of the independent variables and about the relationship between private, unobservable overall evaluations and the overt numerical ratings that index them. Also, different integration models lead to parameter estimates (e.g., part worths) of varying levels of uniqueness and interattribute comparability. Emphasis is given to pinpointing the sorts of evidence and experimental designs that enable one to distinguish empirically among alternative model forms and psychological interpretations of the data—and, conversely, to what interpretations cannot be distinguished empirically—given only overall evaluations of a set of choice alternatives that vary along two or more attribute dimensions. Finally, the methods described are compared with model diagnosis procedures more commonly used in marketing and consumer research, including compositional correlational techniques and decompositional methods of conjoint measurement.

SEGMENTATION RESEARCH

A Markov Analysis of Fund-Raising Alternatives, DAVID J. SOUKUP, August 1983, 314.
The author explores the strategies of fund-raising for a nonprofit organization to maximize net income. The giving pattern of members is modeled as a Markov chain. The alternatives are evaluated using Howard's value-determination policy-improvement method and an optimum strategy is found.

A Note on Accounting for Sources of Variation in Perceptual Maps, WILLIAM R. DILLON, DONALD G. FREDERICK, and VANCHAI TANGPANICHDEE, August 1982, 302.

Recently interest has centered on extending decompositional methods for modeling consumer preferences to include group-level effects. The motivation for this effort is the general belief that respondent background characteristics and situation variables frequently interact with product attributes in jointly influencing preferences over a set of multiattribute alternatives. In much the same way, respondent and situation factors can interact with product attribute perceptions in perceptual mapping applications to influence the respondent's ratings of the brands. The authors describe how respondent background characteristics and situation variables can be accounted for as sources of variation which can potentially influence the reduced space configuration of brands. Essentially the approach can be viewed as chaining multivariate analysis of variance and standard perceptual mapping techniques. Two illustrative examples are provided. In one example the results show that the uncovered spatial configuration of brands was influenced not only by the perceptual differences between the brands, but also by a respondent-related factor.

SERVICES MARKETING

An Approach to Determining Optimal Locations for New Services, AVIJIT GHOSH and C. SAMUEL CRAIG, November 1986, 354–362.

See "Location Analysis"

SOCIAL ISSUES AND PUBLIC POLICY

Ethical Problems of Marketing Researchers, SHELBY D. HUNT, LAWRENCE B. CHONKO, and JAMES B. WILCOX, August 1984, 309.

See "Research Ethics"

The Threats to Marketing Research: An Empirical Reappraisal, STEPHEN W. McDANIEL, PERRY VERILLE, and CHARLES S. MADDEN, February 1985, 74.

See "Research Ethics"

STRATEGY AND PLANNING

Competition, Strategy, and Price Dynamics: A Theoretical and Empirical Investigation, RAM C. RAO and FRANK M. BASS, August 1985, 283.

See "Competition in Marketing"

Effects of Organizational Structure of Marketing Planning on Credibility and Utilization of Plan Output, GEORGE JOHN and JOHN MARTIN, May 1984, 170.

The authors investigate the effects of the organizational structure used for marketing planning on the credibility and utilization of marketing plans. Data on 53 organizations were obtained from multiple respondents in the marketing areas of those organizations. The results indicate that bureaucratized planning structure with formal rules and procedures and departmental specialization can enhance both plan credibility and utilization. However, high centralization of authority affected these variables negatively. The explanatory mechanisms suggested by these results are discussed and managerial implications presented.

Sources of Market Pioneer Advantages in Consumer Goods Industries, WILLIAM T. ROBINSON and CLAES FORNELL, August 1985, 305.

See "Competition in Marketing"

Strategic Choice and Marketing Managers: An Examination of Business-Level Marketing Objectives, MARIAN C. BURKE, November 1984, 345.

The author examines the choice of strategic marketing thrust for business units in multiproduct firms. In a survey, 86 managers in six firms provided their perception of several product/market and organizational context factors thought to influence strategic choice. The variables which best differentiated among business units with build, hold, and pull back strategies were the attractiveness of the market, the business unit's relative competitive strength, the level of entry barriers, and the organization reward system's relative emphasis on short-run business unit performance.

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*Abbreviations: c.a., computer abstract; m.a., measurement abstract; m.s., measurement section; n., research note; r, book or software review.

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